

HOLYOKE

Past and Present Progress and Prosperity
Historical and Industrial Notes

Famous as the
Paper City



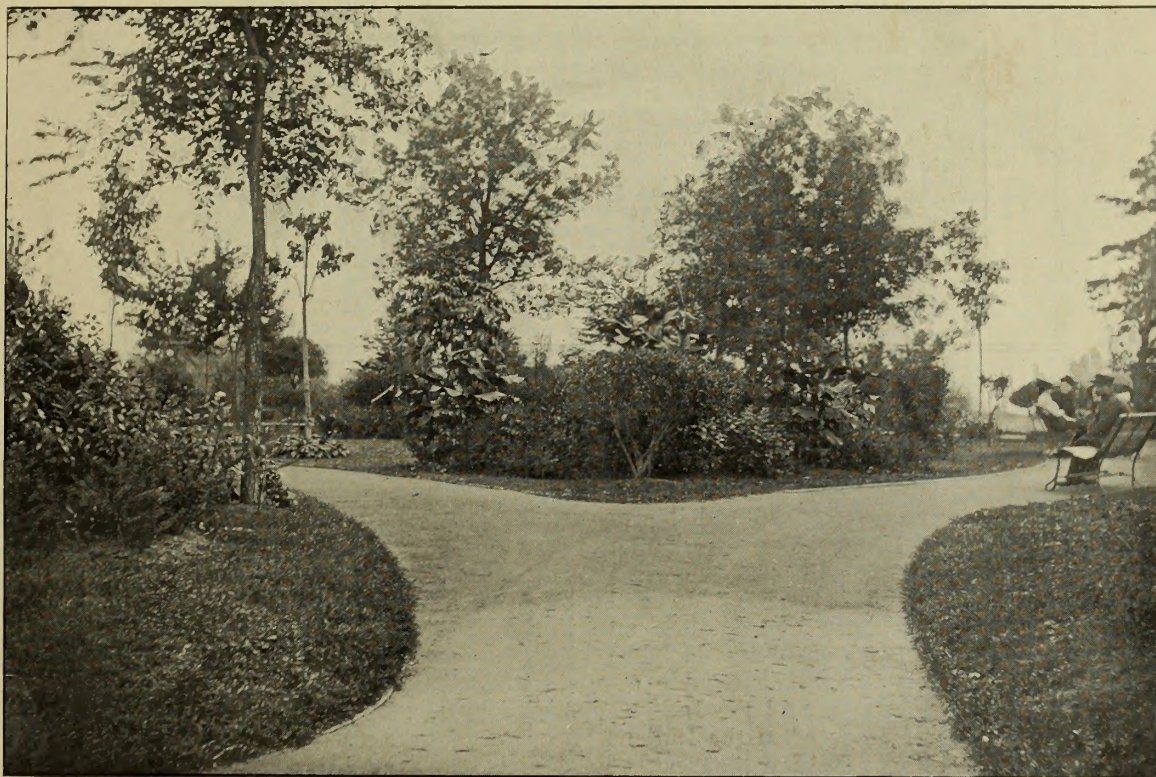
—SOUVENIR 1910—

W. M. ALCORN
Business Manager

P. E. SHIRLEY
Descriptive Writer

CITY OF Holyoke, Massachusetts

SOUVENIR, 1910



ELMWOOD PARK, AMONG THE FLOWERS.

Holyoke, numbered among the leading and most prosperous manufacturing cities of New England, is situated on the Connecticut river in the western part of Massachusetts and is in close proximity to northern Connecticut. By state census of 1905 the population was 49,934, and it is estimated the census of 1910 will show 58,000 people. The city was incorporated April 7, 1873.

Holyoke owes its growth and prosperity to its excellent water power and advantageous geographical position. It has close railroad connections with Boston, Hartford, Albany and New York, and is fortunate in having in its commercial circles many business men of sagacity, energy and progressive ideas. The leading industries of the city are devoted to the manufacture of paper, blank books, cotton, thread, woolens, alpaca, blankets, wire cloth, machinery, steam pumps, bits, braces, hydrants, boilers, trolley tracks and various auxiliary products.

The city has two of the finest main streets to be seen in any New England city of similar population, substantial business blocks and spacious and finely appointed stores; also residences and apartment houses of modern construction. There is an excellent free public library and hospital, besides parochial

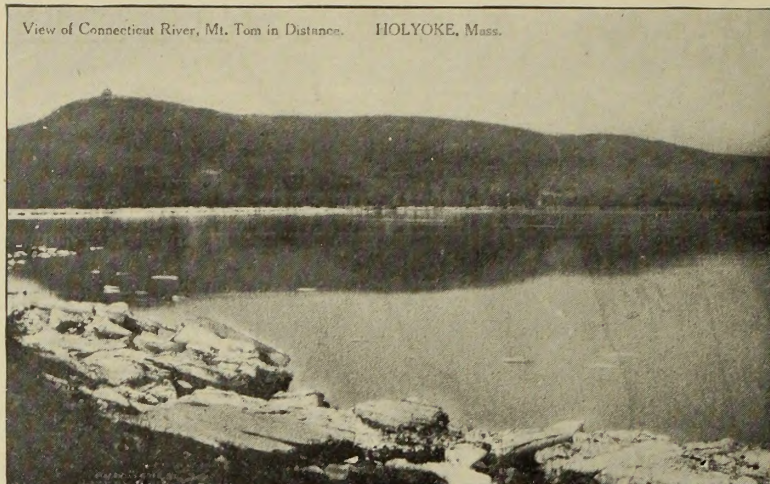
schools and charitable institutions of merit, and the public school system takes rank with the best anywhere.

About one-third of the population of Holyoke is made up of the Canadian French who have proven good law abiding and industrious citizens. In its entirety the community is intelligent, peaceful and ambitious, and the future has much in store for the city's increased growth and prosperity.

The early history of Holyoke is much like that of various other pioneer New England settlements. The people cleared the land, engaged in agriculture and sought trade with other colonies.

History tells us that in October 1633 a number of Plymouth men, led by William Holmes, got together material for a house, put it on a craft, sailed into the river, ignored the Dutchmen at Hartford and came to Windsor where they landed and erected the first house in the Connecticut Valley. In 1635 permission was granted certain ones in Roxbury, Dorchester and Watertown, provided they went beyond the jurisdiction of the colonial government. Those from Roxbury came to Agawam. These were preceded by two men, John Woodecock and John Cable, who built a log house in Agawam. In the fall they returned to Rox-

HOLYOKE SOUVENIR



VIEW OF CONNECTICUT RIVER, MT. TOM IN DISTANCE.

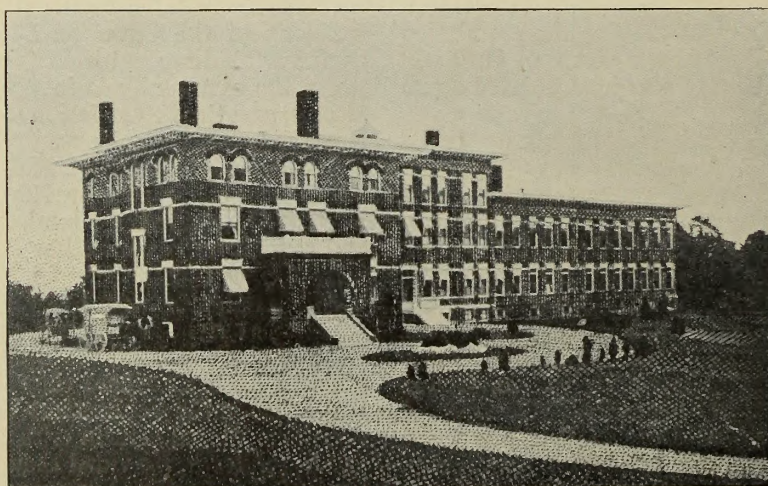
bury. At this time the Agawams or Springfield Indians claimed all the territory on both sides of the river between Enfield Falls below and the South Hadley Falls above.

In 1636 this territory was purchased and it provided that each person should have a home section on the Springfield side of the river, and another section as nearly opposite as possible. This territory included Longmeadow, Springfield, Chicopee and Ludlow on one side and Agawam, West Springfield and Holyoke on the other side. For forty years no trouble occurred between the English settlers and the Indians, until the King Philip war of 1675, when the Indians were won over against the colonists. After the treaty of peace in 1678 the colonist had a more prosperous career.

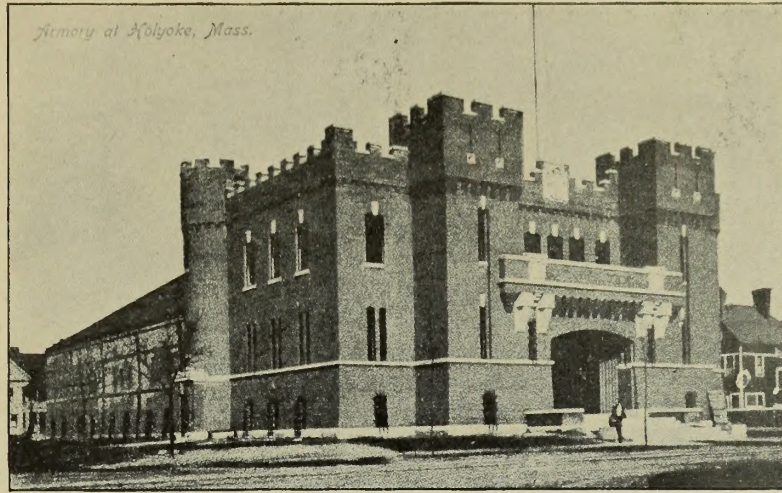
The pioneer settler of Holyoke was one Riley who

located in what is now the southern part of Holyoke. History does not give the year, but the section for years was known as "Ireland." Certainly one of the earliest settlers was Benjamin Ball who located in 1745 on what is now Northampton and Cherry streets. Four years afterwards came Captain John Miller who purchased a large part of what is now Holyoke. The house he built was on Northampton street, remained in the Miller family until 1857, and when demolished in 1884, was the oldest house in the city. On the same street stood the famed old "Brown House," once occupied by Enoch Ely of Revolutionary fame.

When first set off West Springfield embraced what is now West Springfield, Holyoke, Agawam and Feeding Hills. The colonists grew in their fields wheat, corn and rye which were taken to Boston and other markets. Rye was at this time worth \$1.00 per



CITY HOSPITAL, HOLYOKE.



ARMORY AT HOLYOKE.

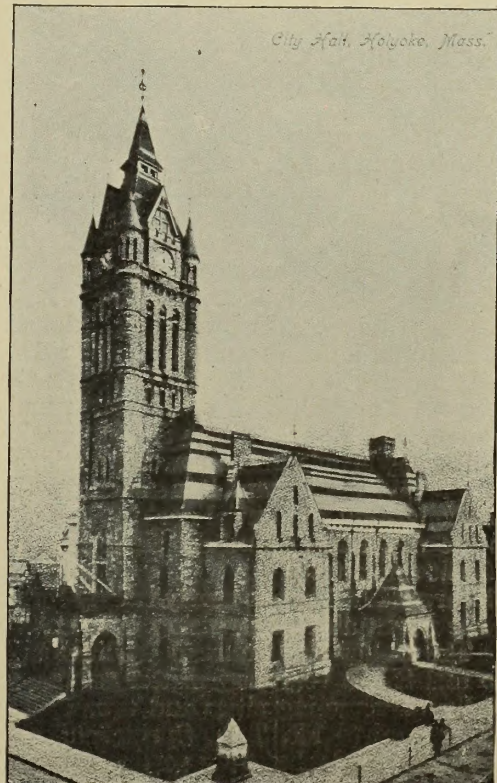
bushel and upwards, and was used for manufacturing whiskey.

The first church built in Holyoke was located on Northampton street and the first minister, Rev. Mr. Rand, a Baptist clergyman, preached for several years. Every fourth Sunday the Congregationalists had service. The church was partly built in 1792 and finished by the First Congregational Society in 1799. The first Baptist church was organized in 1803 and Mr. Rand assumed the pastoral office. In 1849 the second Congregational church was organized, and in 1883 the present edifice at the corner of Maple and Appleton streets was built.

During all these years, preceding the Revolution, the Connecticut had borne a considerable traffic between Hartford and South Hadley Falls. In 1792 twenty representative men procured from the Great and General Court an act of incorporation "for the purpose of rendering the Connecticut river passable for boats and other things from the mouth of the Chicopee river northward through the Commonwealth"—the corporation being entitled "the Proprietors of the Locks and Canals of the Connecticut River." Great improvements were made by these and others, but it was not until 1849 that the present great dam was built. While population and business had to some extent increased still it was not until after the Connecticut river railroad opened in December, 1845, that capitalists visited the falls and decided on the purchase of all the territory upon both sides of the river, necessary to the proper development of a great manufacturing city. They first purchased thirty-seven acres of land, now Prospect Park, the franchises of the old Hadley Falls Company, and those of the "Proprietors of the Locks and Canals on Connecticut river." The agent, in the end, had bought 1,100 acres for \$119,000, all he desired, except one tract of land owned by Samuel Ely where the church of the Rosary now stands. The titles were all acquired and completed in 1847. These capitalists, after an extensive survey, believed this vast power capable of building a city of two hundred thousand

souls. The location for the new dam was decided on August 17, 1847, and it was completed November 19, 1848. The first dam proved a failure, although the cost had been \$75,000 and in the spring of 1849, under the supervision of Philander Anderson, a new dam was commenced, which, at a cost of \$150,000, was finished and proved a success in October, 1849.

The first town meeting in Holyoke was held March 15, 1850. The town was named after Elizur Holyoke. In 1850 the Holyoke House was opened.



CITY HALL, HOLYOKE.



GERMANIA PARK.

In 1851 the Hadley Falls Company had two factories running, in 1853 the Parsons Paper Mills were built and in 1854 the Lyman Mills.

During the war of the Rebellion, the people were intensely enthusiastic for the career of the North and preservation of the Union, and many of the town's young men went to the front. The memory of those who fell in battle, or died from diseases contracted while in service, is preserved by a handsome soldiers' monument.

Holyoke is growing in all ways, in population, business activity and as a city of homes. In each of these lines the growth is steady and healthy. Every day it is advancing in popularity and progress. Holyoke is a neat, clean city and it can be truthfully said that there is not a city its peer as a place of residence and as a commercial and industrial center. Nature has done not a little towards beautifying Holyoke with Mount Tom and its environments on one side and the Westfield country with Hampden Ponds on the other.

Holyoke is finely laid off with streets running parallel to the canals and the others at right angles.

In the Highlands and Elmwood sections the atmosphere is invigorating and it is no wonder they have become the leading residential parts of our city. The streets are well laid off and are lined with the most magnificent shade trees.

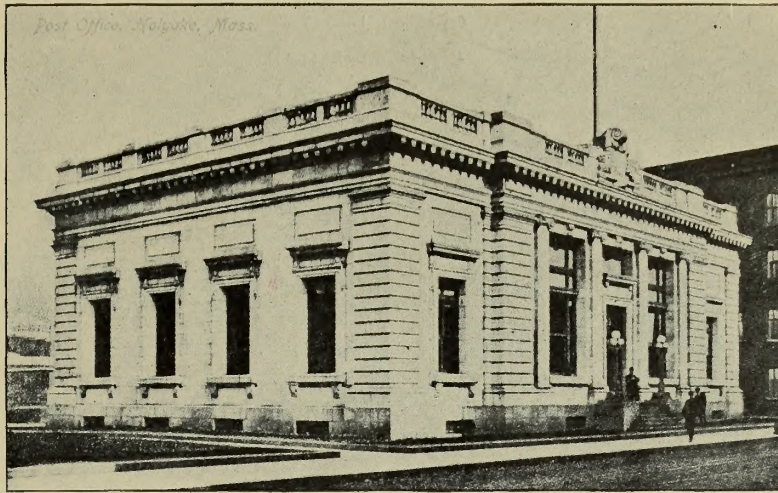
The area of Holyoke is nearly twenty-three square miles, the parks alone comprising over one hundred acres. The trolley and railroad facilities are up-to-date so that it is a very easy matter for one to reach any of the surrounding cities and towns. The rides by electric cars to Mt. Tom, Springfield, Westfield, Northampton and Amherst are particularly delightful and during the summer season are largely patronized.

POLICE.

The police department is carefully managed and adequate to the needs of the city. From the marshal, Thomas J. Lynch, to the humblest patrolman, the members of the force are vigilant, painstaking and a credit to Holyoke. Day and night members of the department are on watch and every section of the city is regularly patrolled, in order to give the most thorough guard that can be devised for the protection of human life and property. No pains are spared to enforce all statutes and ordinances, and as a result Holyoke today maintains the enviable record that it long ago established of being one of the most law abiding cities of the commonwealth. The police force is composed of a marshal, assistant marshal, captain, four sergeants, matron and patrolman. Coincident to the department is the police court in which criminal business is transacted every day except Sunday, with civil business on Saturday.

CHURCHES.

Holyoke is a strong religious center and its people take much pride in their splendid church edifices. The religious history does not differ materially from that characteristic of most New England communities, and is touched on in an earlier part of this sketch. In brief it can truthfully be stated that in Holyoke religion has ever kept steady pace with the steady progress of the city. There are many houses of worship and several of them are of the finest of construction. The societies are influential, while the clergy are men of high standing, ability and learning, as well as public spirited. The Protestant denominations are represented by three Baptist churches, three Congregational, two Methodist, one Episcopal, one Presbyterian, one Unitarian, one German Evangelical Lutheran and one German Reformed church.



POST OFFICE, HOLYOKE.

The Catholics have ten churches, with six convents, House of Providence Hospital and seven parochial schools. The Hebrews have their synagogue.

SCHOOLS.

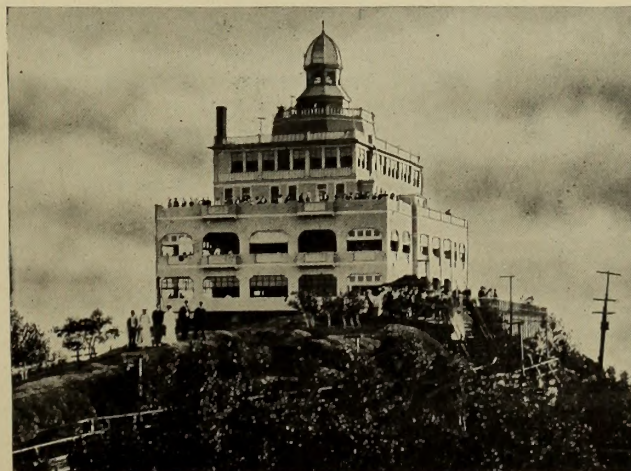
In all necessary lines of education, Holyoke is second to none in the country for its public school system is of the very best. First it has a most efficient board of education which is composed of citizens of high character and alert to the welfare of all the pupils. The board consists of a chairman, seeretary, a representative of each ward and two members at large. From this membership there are a distriet and a standing committee, which carefully attends to the many details incident to the management of the schools. There are four supervisors and three truant offieers besides the superintendent. The William Whiting school now being constructed will be a notable addition and one that will rank with the best anywhere.

FIRE DEPARTMENT.

The Holyoke Fire Department is well organized and carefully governed, and its members have often shown their ability and loyalty to duty in actual service. The record shows that it is strong in every way, even more so than many departments in larger cities, and this is owing in no small measure to Chief John T. Lynch's entiring efforts and good government over his men.

FRATERNAL.

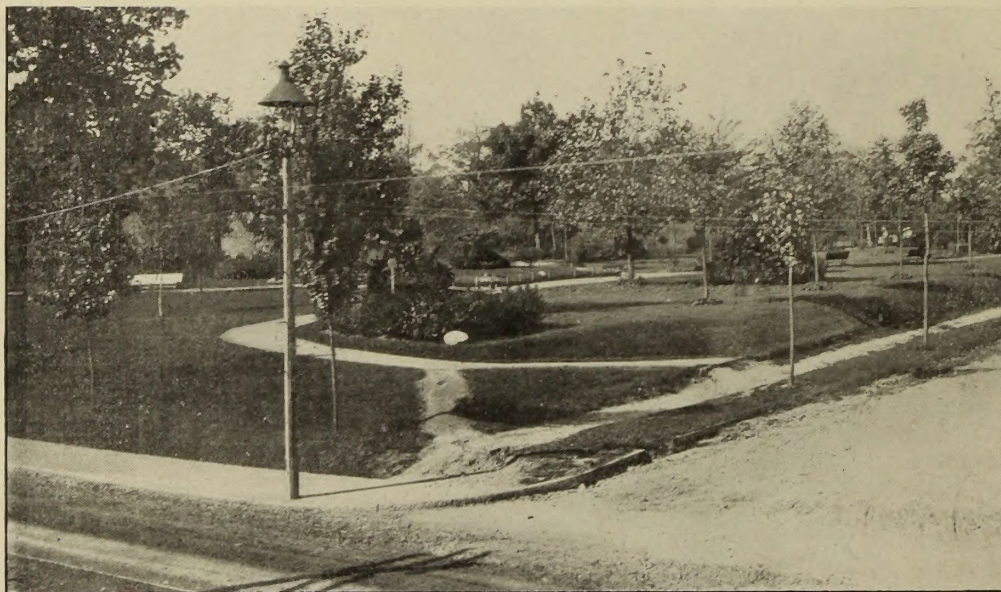
Prominent fraternal organizations are unusually strong and of large and growing membership. Taken alphabetically they are as follows: Alsace-Lorraine Union of America; A. O. H., Divisions No. 1, 9, 10 and 11; A. O. H. Ladies' Auxiliary Divisions 2 and 6; A. O. U. W. Paper City Lodge and Mt. Holyoke Lodge; Arbeiter-Liedertafel; Bartenders' Union; B. P. O. E. Holyoke Lodge; Brotherhood of Railroad Trainmen, No. 557; Builders' Exchange; Central Labor Union;



MT. TOM HOUSE.

Circle Rochambeau; Dames of Malta; Daughters of Scotia; Daughters of St. George; Degree of Pocahontas; Des Deutschen Order Harugari Harmonie Lodge and Carola Frauen Lodge; Firemen's Aid Association; Firemen's Relief Fund Association; F. of A. has Courts, City of Holyoke, North Star, Paper City, Mount Royal, Beacon Light Circle and Jeanne D'Arc Circle; Catholic Order of Foresters, Shields Court, Mt. Tom Court and Isabella Court; Fraternal Order of Eagles; Grand Army of the Republic has Kilpatrick Post and Kilpatrick Women's Relief Corps; German Savings Society; Gymnastic Club of Holyoke (Turn Verein); Harmonious Aid Society; Holyoke Association for Prevention and Relief of Tuberculosis; Holyoke Typographical Union; I. O. R. M. Wampanoag Tribe and Uncas Tribe; I. O. O. F., Holyoke Lodge, Tuscarora Encampment, Canton Holyoke, Glenwood Lodge, D. of R.; I. O. O. F. Manchester Unity, Loyal Mount Holyoke Lodge and Pride of the Valley Lodge; K. of C.; K. of

M.; Krauken Verein Germania; Ladies' Catholic Benevolent Society; L'Union Nationale Francaise of Holyoke; K. of P., Humbold Lodge, Connecticut Valley Lodge, Hampden Lodge and Pythian Sisters; Master Builders' Association; Master Painters' Association; Master Plumbers' Association; Masonic, Mt. Tom Lodge, Mt. Holyoke Chapter, Holyoke Council and Robert Morris Chapter; N. E. O. P.; O. D. H. S., Order Brith Abraham; Heptasophs, Holyoke Conclave and Sorel Conclave; Order Scottish Clans, Clan McLaren; Royal Arcanum; Artisans; Sons of St. George; Turn Verein Vorwaerts; Union Fraternal League; Union St. Jean-Baptiste; Golden Star; U. O. Pilgrim Fathers; Veteran Firemen; Women's Auxiliary Y. M. C. A.; Y. W. C. A.; Temperance Societies, Good Templars, St. Jerome Total Abstinence Mutual Benefit and Literary Society and W. C. T. U. and Sons of Veterans represented by General McClellan Camp and Auxiliary No. 20.



ELMWOOD PARK, MAPLE STREET ENTRANCE.

HOLYOKE CIVIC IMPROVEMENT ASSOCIATION.

An interesting article taken from the *Daily Transcript* is well worthy of space and as it covers the ground thoroughly, we print it in full:

The Holyoke Civic Improvement Association has had a short, but so far, a glorious career. In the last two years it has done more to awaken here in Holyoke a desire to make Holyoke better and bigger than any organization in the city. That is an odious comparison, but one warranted by the facts. The function of the association has been to lead and direct a civic feeling that was merely waiting for a leader and director. Under its lead, things that were tolerated before its inception are no longer considered at all. It has advertised Holyoke in the right way, pointing out its virtues and working hard for the elimination of its faults. Its work has been along varied lines here, working on the artistic sense that exists in all people but is often allowed to remain dormant all their

lives, there using the sledge-hammer method of exposing the weak spots in the civic armor. It was a capital idea of its directors to enlist under its banners so many of the children of the city for the seed of right doing, planted in their minds, will bear fruit a hundred fold in after years. If one is able to get a child interested in telling the difference between one flower and another, it is giving to him a gift that not all the wealth of Croesus can buy when he is past the age of childhood development. Thus with their garden contest, the cleaning days, their model Fourth of Julys, the association lays well the foundation for the onward and upward civic movement. We may never be a metropolis, but as long as the cardinal virtues are taught by the Civic Improvement Association are taken to heart by the people, so long will Holyoke be a clean city and cleanliness is next to Godliness in cities as in individuals. So more power to them and may their number grow and their determination never falter.

INDUSTRIAL AND MERCANTILE.



SNAPSHOT OF EMPLOYEES OF ELY LUMBER COMPANY.

ELY LUMBER COMPANY.

Numbered among the leading similar concerns of Massachusetts, and having a reputation for reliability second to none, is the Ely Lumber Company, located at the corner of Cabot and Canal streets. The present firm is successor to Watson Ely & Son, a lumber concern founded thirty years ago, and, in its day, a peer among others in Massachusetts. Monuments to their structural ability may be seen in the Holyoke City Hall, Holyoke Opera House, Windsor Hotel and several of the great paper mills of the city. Two years after the death of Mr. Ely, in 1896, the present company was formed and incorporated in January, 1898, with a capital of \$40,000. It is officered by Franklin W. Ely, president; George S. Lewis, treasurer, and L. A. Williston, secretary and man-

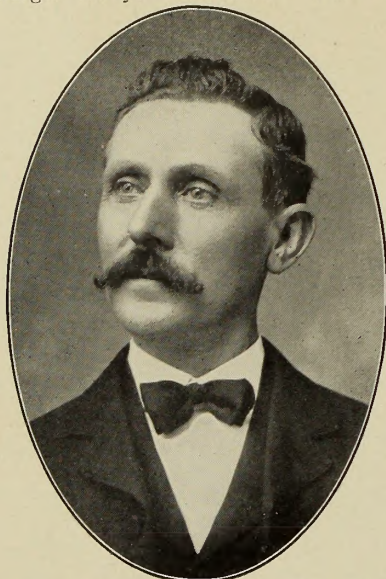
ager. The plant occupies the buildings and ground formerly owned by the Deane Steam Pump Company, together with land purchased from the Holyoke Water Power Company, and also property purchased from F. M. Duke, adjoining the lumber and planing mills, thus giving them about 80,000 square feet of land, with a railroad frontage for the whole length on one side, and one of the principal commercial streets of the city on the other side.

The Ely Lumber Company handles all kinds of lumber that grows, from southern pine to Canadian spruce, or cedar from Lebanon. The planing and molding mills are modern, adequate and thoroughly efficient, all the latest machinery being installed. Among the products might be mentioned moldings of all kinds, stuff chests, water tanks, dye

tubs, window and door frames, sashes, etc., making a specialty of all interior finish, cabinet and mill work. The business has been growing year by year, now extending to all surrounding cities and towns and through the Connecticut Valley. All their lumber is purchased in carload lots, direct from the source of production, thus insuring quick delivery and the lowest of prices. A force of one hundred men is necessary to carry on the business. The officers of the company are all Holyoke men, permeated with the spirit of loyalty to their native city; are sanguine as to the city's future growth and progress, and are progressive and patriotic in keeping the Paper City to the fore as the coming greatest manufacturing city on the Connecticut River.

E. F. DREICORN.

Holyoke's widely and favorably known painter and decorator, E. F. Dreicorn, located at 328 Main street, has been established in business twenty-two years, ten years in this store alone and has shown steady advancement since 1888. Both exterior and interior painting, fine decorating, kalsomining are executed in the most modern and satisfactory manner, also high class paper hanging with charges always reasonable. Work is



done in Holyoke and all surrounding towns, and in the past many of the finest residences in this section have been painted and decorated by him. From six to fifteen skilled workmen are employed. In stock is carried large and select lines of mixed paints, oils, varnishes and wall papers of standard manufacture, and Mr. Dreicorn is agent for F. W. Devoe & Co.'s lead and zinc paints. He sells both wholesale and retail. Mr. Dreicorn was born in Saxony, Germany, crossing over to the United States when quite young. For a time he worked in Enfield, coming from there here. He has been very successful, is enthusiastic in the future of our city and is alderman at large, his term expiring this fall. Mr. Dreicorn resides in Elmwood and is a member of the Humboldt Lodge K. of P.

JUDSON & WILLIAMS.

Among the varied industries of importance in Holyoke which have steadily gained in volume of transactions and unsurpassed anywhere in its special lines of production is the Judson & Williams Co., manufactures of screen plates with up-to-date plant at 115 Park street. The business was founded over twenty years ago and since the death of Mr. Judson, a decade ago, the mantle of responsibility and proprietorship has rested on Frank Williams. In

service is all necessary and improved machinery, devices and facilities for rapid and perfect production. The products, the finest of matched screens and pulp screens, have a widespread reputation in the trade for their serviceable qualities and unsurpassed points of superiority. They are sold to mills in all sections of the country, and in Holyoke alone three-fourths of the mills use them. Mr. Williams is often quoted as a sample of what a young man can do with indomitable zeal and energy. He was born in New York City and coming to Holyoke twenty years ago began to learn this business. Always prudent and careful, looking ahead into the future, he has step by step mounted the rounds of the ladder, success, and today is spoken of as what a self-made man can do who pays strict attention to his business, and uses every man on the square. Mr. Williams resides in Elmwood and is a member of the I. O. O. F.

HOLYOKE SUPPLY COMPANY.

Among the many important industries of Holyoke and standing in a class by itself is the Holyoke Supply Company, manufacturers of the Flynn Combination Steam Fire Engine Heater, and dealers in plumbing and mill supplies, with adequate and modern plant at 63 Race street. This business was established in September, 1907, and has constantly increased in volume of business transacted. The plant is equipped with all modern facilities for perfect production and all operations are marked by enterprise and progressive methods. As steam engineers and contractors they are placed among the leaders in Western Massachusetts, and in June got the contract for heating and ventilating the William Whiting, twelve room school house, now being erected on North Chestnut street. This company has also recently completed the piping at the new central power station of the American Writing Paper Company, this being one of the finest and largest plants in this part of the country.

This company is headquarters for all steam, gas, plumbing and all mill supplies, while in stock are carried pipe fittings, valves, steam specialties, radiators, boilers, pipe covering, packing, etc. A specialty is made of putting in artesian wells for mills and residences. The Holyoke Supply Company was incorporated August 7, 1907, and is capitalized at \$6,000. The business is carried on by D. F. Moriarty and L. D. Wright, the former being Holyoke born, while Mr. Wright comes from Springfield. Among the many new enterprises that have sprung up in Holyoke during the last

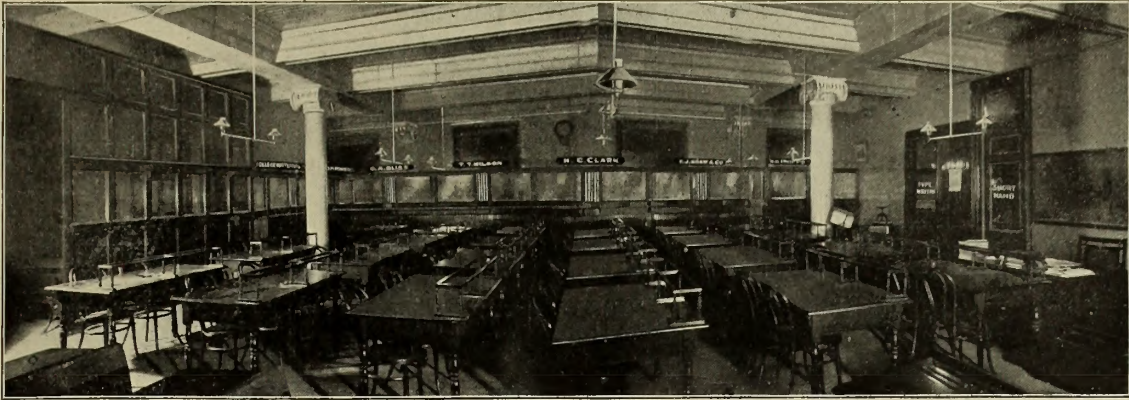
few years none have been more successful or have filled a longer felt want than the Holyoke Supply Company.

WILLIAM A. MATTHES.

The widely known, heavily stocked and largely patronized house furnishing goods and five cents stores of William A. Matthes, 433-435 Main street and 341 Park street have been established for twenty-nine years, twelve years at this location. Large and complete lines of furniture are carried, embracing all that is reliable and desirable for the kitchen, dining room, sleeping chamber or parlor. Couches, beds, superior mattresses are shown in particularly durable and attractive lines.



The Hub range in many patterns is sold and the stock is so large and varied that space forbids a list of goods and prices, but we can quote the general opinion of experienced Holyoke buyers that money can be saved by patronizing this old reliable firm. Goods are sold for cash and on the installment plan. Four clerks are employed and one team kept in delivery service. Mr. Matthes was born in Germany and came direct to Holyoke in 1881. He has prospered in business, owns the block at 433-435 Main and a fine residence at 341 Park street. Mr. Matthes is a member of the order Harugari, Harmonic Lodge, German Savings Society, of which he is treasurer, Gymnastic Club of Holyoke and Sons of Herman.



COMMERCIAL DEPARTMENT H. B. I.

HOLYOKE BUSINESS INSTITUTE.

The fact that the number of pupils registered at the Holyoke Business Institute increases gradually each year speaks louder than words as to the high appreciation in which the school is held and its pronounced success commercially. This practical and highly endorsed school of business has been established since 1883, but was reorganized in 1900 under the efficient guiding hands of Andrew Tjarnell and Alfred F. Foote, thus gaining a prestige and reputation that places it in the front ranks of similar institutions throughout New England.

The teaching of actual business from start to finish is the aim of the principals and their efficient corps of teachers, and that results aimed at are surely gained, is proven by the large number of young people who have graduated in the past and are now occupying lucrative and responsible positions. Among the important courses of study are the commercial and shorthand, the former embracing the Budget system of book-keeping, actual office practice and business forms, and the second including the Isaac Pitman and Graham unrivalled system of shorthand.

The Holyoke Business Institute is located in the McAuslan & Wakelin building, corner of Dwight and Maple streets, and office and school rooms are on the second floor. The time required to take a course is from six to ten months, and upon completion a handsome diploma is awarded. Practically all students have been successful in securing good positions, this alone being a compliment not exceeded in the state. Messrs. Tjarnell and Foote are regarded as educators of pronounced ability and progressive methods and are highly esteemed in our city.

HERMEN ROUILLARD.

The high grade, extensively operating tailor, Hermen Rouillard, located at 219 Main street, has been established two years and during this time his business has steadily increased in volume so that today he has among his customers many of the leading gentlemen of Holyoke. All garments are fashioned in the latest modes and a special feature is correctness in style and perfection in fit. A strong feature here is the repairing and dyeing and pressing of garments, and when clothes are promised Mr. Rouillard sees to it that his customer is not kept waiting. He is a Holyoke boy and a product of our schools, socially is a member of the Red Men and St. Jean Baptiste Society and resides at 321 Maple street.

HOLYOKE WET WASH LAUNDRY.

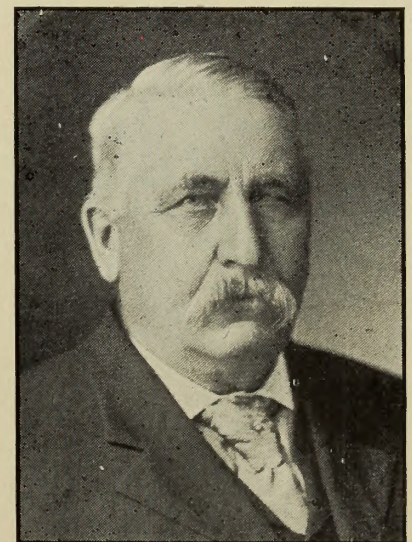
Occupying spacious and modernly equipped quarters at 57 Race street, and unrivalled in reliability and excellence of service is the largely patronized Holyoke Wet Wash Laundry, under the capable proprietorship of Herman Hultin. The business was established last October and has steadily gained in volume. Every facility, including up-to-date washing machines is in service. Washings are done at fifty cents per basket and all work guaranteed to prove satisfactory. Five competent assistants are employed and two teams kept in service.

Mr. Hultin came from Quincy where for twenty-one years he was in the granite business, and also for a short time was connected with a laundry. He was born in Sweden and has been in the United States for twenty-five years. This old laundry stand has had new life added to it since Mr. Hultin's establishment, and before long he bids fair to have one of the best in Western Massachusetts.

T. J. GIBSON & CO.

Holyoke's widely known and largely operating firm of roofers and concreters, T. J. Gibson & Co., with office at 32 Main street and store house at 176 East Dwight street, became established in business thirty-six years ago, one year after Holyoke became a city. During this long space of years Mr. Gibson has built up a large and important business and gained a widespread reputation for reliability of service, prompt execution and satisfactory results. Gravel and slag roofing is done and a specialty is made of repairing roofs in the most serviceable manner with charges reasonable. As is well known, slag is a composition from the iron in the mines, is dry and porous, is not as heavy as gravel, sticks better, and is especially good for steep roofs. There are roofs in town Mr. Gibson executed twenty-seven years ago that have never since been touched and there is hardly a mill in town he has not roofed. Another important line here is granolithic sidewalks and to a great extent our beautiful walks are samples of his work-

manship. Paper mill floors are laid in asphaltum and timber in mills and tin and shingle roofs are painted over with pure straight run American pitch. On an average twelve workmen are em-



ployed. Mr. Gibson was born in the old historic city of Quebec and has resided in Holyoke thirty-seven years. He has watched the city expand and has kept in the van of its growth and progressiveness. Mr. Gibson sees in the future an even greater advance and is confident Holyoke will soon be the leader not only in population but also in manufacturing of any city in Western Massachusetts.



A TEAM OF THE SHELDON TRANSFER.

THE SHELDON TRANSFER.

Finely equipped for heavy and light teaming of all kinds, extensively operating and having an unrivalled reputation for reliability of services, The Sheldon Transfer, located at 83 Main street, is classed among the leading firms of Western Massachusetts. This business was established forty-two years ago by the senior member of the firm, C. M. Sheldon, and has always had its office in this section. A few years ago, a son, Jesse E. Sheldon, became a member of the firm. The Sheldon Transfer can practically move anything movable and makes a specialty of machinery, boilers and safe moving, and does all the work for many of the largest manufacturing plants of Holyoke. Eighty-five skilled

workmen are employed and more careful and painstaking help would be hard to find. Promptness is their watchword and all freight shipments are traced free of charge. Furniture and piano moving is also an especial feature, and the company have no superiors in the careful handling of playing instruments. Sixty horses are required which will give one an idea of the business carried on by this firm. C. M. Sheldon was born in Fairhaven, Vt., and came to Holyoke from Northampton when a young man. He is a member of the I. O. O. F. and Bay State Club. Jesse E. Sheldon is a Holyoke boy and a product of our public schools. He is affiliated with the A. F. & A. M., Elks, K. of P., Bay State Club and Business Men's Association.

N. C. COOK.

Numbered among the foremost similar concerns in Western Massachusetts and doing a large annual volume of business is Nelson C. Cook, wholesale produce merchant at 167 Main street. The business has been established twenty-five years, though Mr. Cook has had thirty-four years experience in this one line and has been very successful. Mr. Cook deals extensively in potatoes, butter, cheese, eggs, often buying in car lots. All operations are marked by modern and progressive methods, and the quotation of lowest market prices. Three help and two teams are kept in service. Mr. Cook was born in Constable, N. J., November 1, 1850, and came to Holyoke on April 26, 1876, and for nine years was with H. E. Nash. His career from the time he left home in the sixties has been an eventful one and epitomized is as follows: From Constable he went to South Berlin in York state on horse back, going the whole distance of three hundred miles

on horse back. For two years he worked on a farm and with the money earned it put him through Franklin Academy at Malone. He then went to Suffield, Conn., where he attended the Literary Institute, afterwards teaching school in that town and also at Boston Neck. He returned to Malone, N. Y. as a pedagogue and after a successful term as teacher he came to our city on the Connecticut. Mr. Cook has been eminently successful in business, looks forward to an even greater increase and has an unbounded hope in the future progress and prosperity of Holyoke.

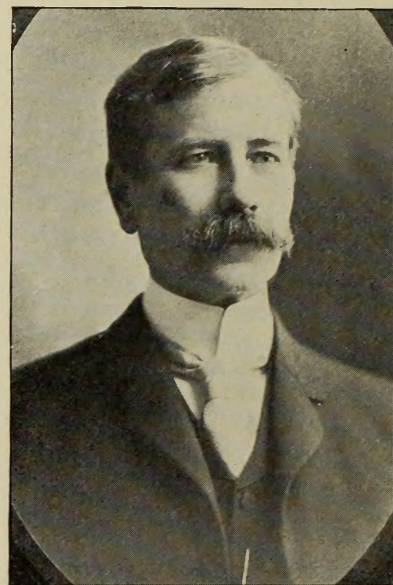
ALBERT E. FULLER.

The old established but modernly operated livery, hack, boarding and sales stable of Albert E. Fuller, 120 Pine street, came under his proprietorship in September of last year, purchasing the business from John Duteau and he from E. A. Archambault who was a successor to H. H. Carter. This stable bears a merited reputation for giving first-

class public service, and is today better equipped than ever to give entire satisfaction. Handsome turnouts or business teams are furnished at moderate rates, a specialty being hacks for funerals and festive occasions. Horses are cared for by experienced help and the stable is regarded as one of the most cleanly kept and sanitary in the country. All the horses of J. R. Smith, the grocer, are taken care of, a fact worth more than passing mention. Mr. Fuller was born in Ludlow and for years conducted a farm. He has many warm friends there and in Holyoke, resides at 197 Chestnut street and is affiliated with the A. F. & A. M.

FRED U. MENARD.

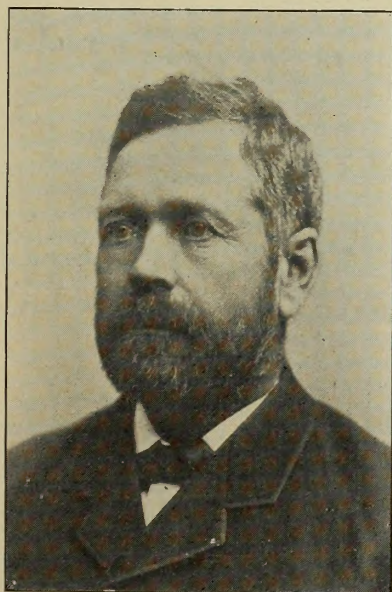
Among the most prominent and successful merchants of Holyoke is Fred U. Menard, dealer in meats and provisions and located at 40 Cabot street. This finely stocked, spacious and largely patronized meat and grocery store has been successfully conducted here for twenty-five years, and before for four years Mr. Menard was at the corner of Cabot and East street. Here are to be found the highest grades of staple and fancy groceries of all kinds, sold at the lowest possible prices, also provisions of finest quality, fine canned goods and table delicacies, breakfast foods, farm and dairy products, select teas and coffees, etc.



This is a great center for all desiring the purest and freshest of meats, cut by experienced meat cutters. Mr. Menard is one of the most successful of those who coming from Quebec is the oldest French American grocer and meat cutter in Holyoke, and has made good in our city. He was born in St. Cessaire and came to Holyoke in 1865, when eighteen years of age. His business has been one steady advance and today requires three clerks and one team. During this time Mr. Menard has seen Holyoke grow from a town of 7,000 to a city of nearly 60,000. He is a member of St. Jean Baptiste and resides at 545 South Bridge street.

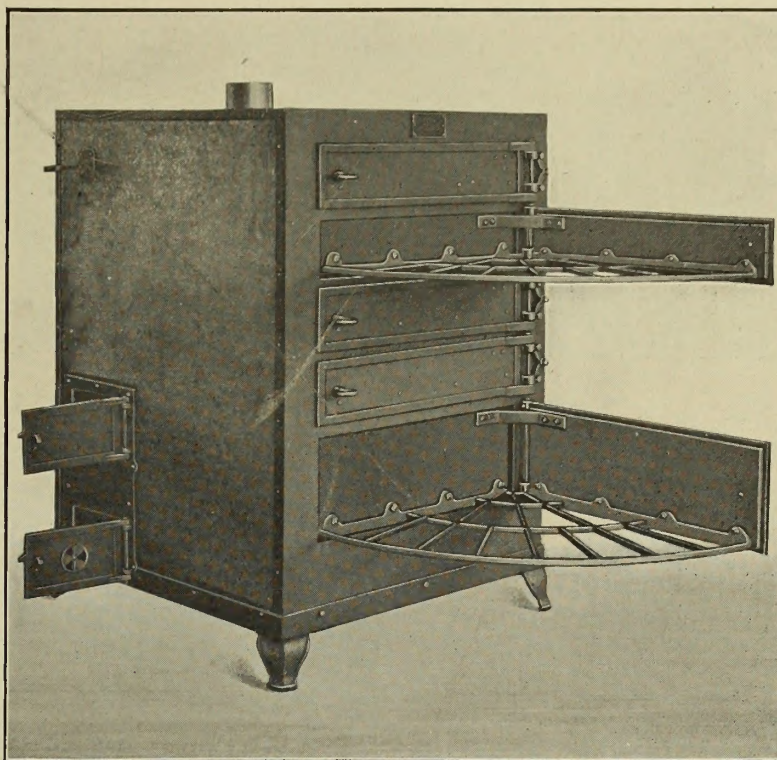
DANIEL O'CONNELL'S SONS.

Among the various leading contracting and building firms of Holyoke, no name stands forth more prominent than that of Daniel O'Connell's Sons, 480 Hampden street. In fact, no similar concern in Western Massachusetts is wider in its scope of operations or more competent to handle the biggest enterprises. The business was established thirty years ago by Daniel O'Connell, Sr., and in 1908, he retired from business, the three sons, John, Charles and Daniel, forming the new company, under the above firm name and style. The founder was one of the most important factors in the modern upbuilding of our city, but it is only justice to add that the sons have not only successfully continued the great business but materially increased its volume. Leading features are the building in brick and stone, graders and general jobbers on sewers, sidewalks. Excavating and grading is done all over Hampden and Hampshire County and teams are let by the day. They manufacture their own brick and sell several millions each year, the product having a widespread reputation for



DANIEL O'CONNELL, SR.

its durable and lasting qualities. They are ever ready to tender on any job, none too small and certainly none too large, and especially cater for the building of dams and water works, and the erection of power houses and industrial plants. Experienced in concrete and heavy construction work they are in fact general contractors in everything the name implies. About two hundred men and fifty teams are employed. John, Charles and Daniel O'Connell are thoroughly versed in all branches of this



THE IMPROVED CORE OVEN.

G. HAARMANN & CO.

Greatly augmenting the manufacturing and commercial interests is the firm of G. Haarmann & Co., with modern and adequately equipped plant at the corner of Commercial and Jackson streets. The business dates back ten years and was formerly known as G. Haarmann & Son. Here at these architectural iron works are manufactured roof trusses, girders, columns, stairs and fire escapes for buildings, illuminating sidewalk lights, grates, metal ceilings, wrought iron fences, park settees, etc. These products have a merited and widespread reputation in the trade for their serviceable qualities and various points of su-

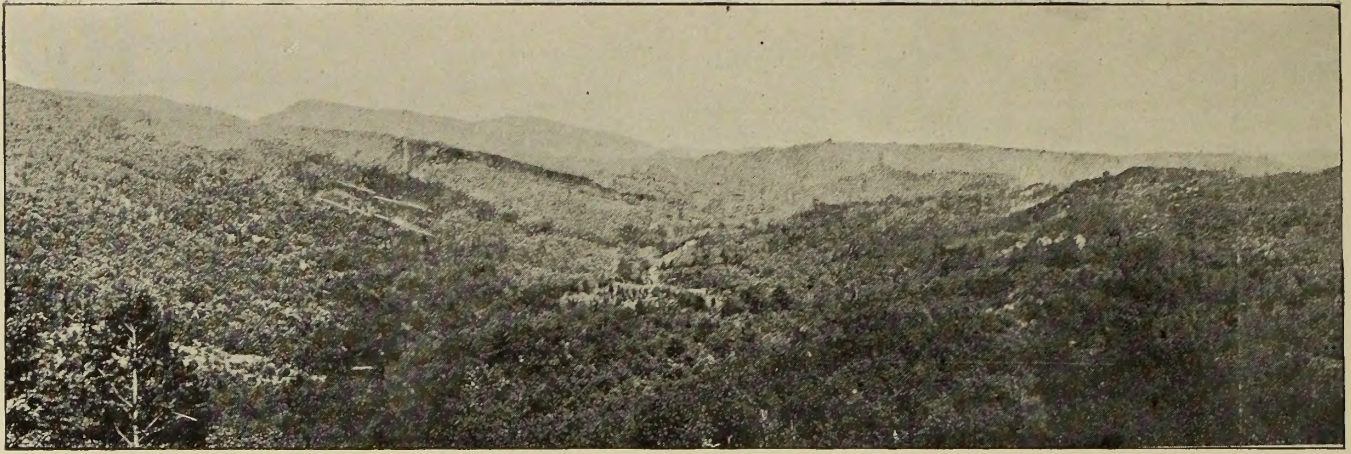
periority. A strong feature is the manufacture of core ovens, the sales being immense all over the United States, Canada and Mexico. The members of the firm are Gustav Haarmann and F. W. Wagner, the latter formerly of the painting concern of Rehm & Wagner. The plant, built last year, is equipped with all up-to-date machinery and has every facility for rapid and perfect production. Both gentlemen are practical men in their line, having had a long and varied experience since coming from Germany thirty years ago. They are staunch supporters of a busier and bigger Holyoke, and are prominent in commercial circles.

important business, energetic and alert, the mantle of their honored father could not have fallen on more worthy shoulders.

MARTIN F. BOWE & SONS.

A chief requirement of all modern building operations is correct, sanitary plumbing, a fact that calls attention to the widely known and extensively operating firm of Martin F. Bowe & Sons, of 900 Hampden street, and unsurpassed in reliability and general excellence of service by any similar concern in Holyoke. The business was established five years ago by the senior member and in March of the present year his two sons, Thomas W. and M. Stephen Bowe, became members of the firm. Sanitary plumbing, scientific drainage and venti-

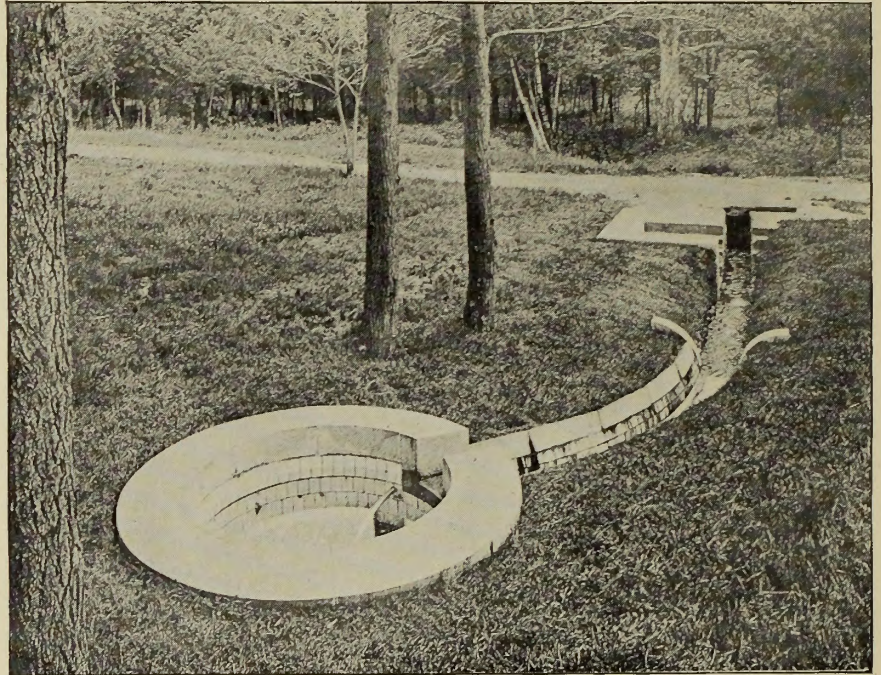
lation and hot water, steam and gas fitting are leading features. All operations are marked by modern methods and satisfactory results, and three skilled assistants are employed. Among the many important jobs executed must be mentioned the plumbing of the Old Men's Home, St. Vincent Hospital, Worcester, Maternity Hospital in Springfield, House of Providence Hospital in Holyoke, Bethlehem Orphanage at Brightside, and the Beaven-Kelly Home also at Brightside. Mr. Bowe was born in Ludlow and his two sons in Holyoke, and are held in high commercial and personal esteem and are regarded as experts in their lines of endeavor. M. F. Bowe is a member of the Elks and K. of C. He resides at 19 Beacon avenue.



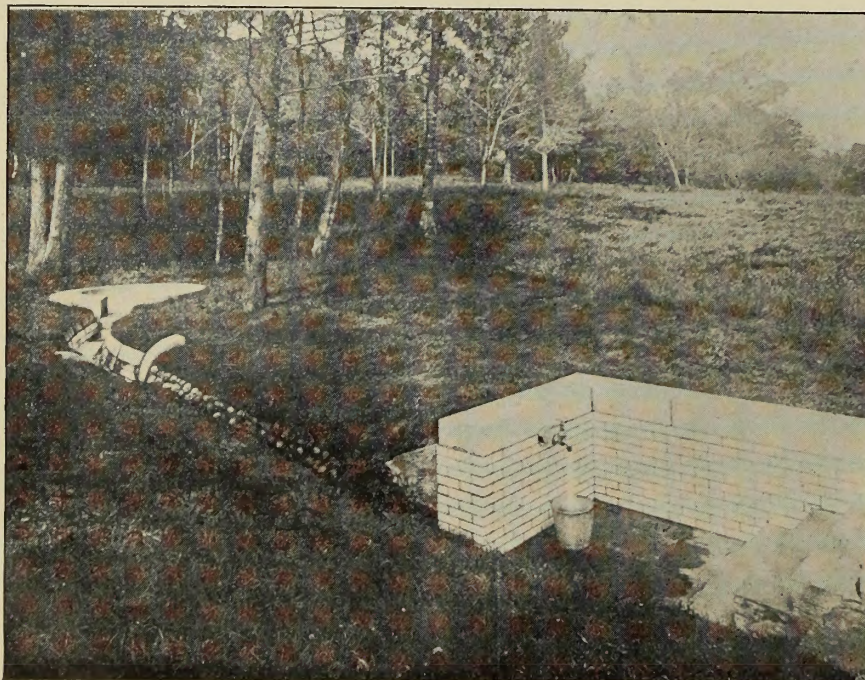
PANORAMA OF SPRING VALLEY FROM BLACK ROCK, LOOKING EAST.

MOUNT HOLYOKE LITHIA SPRING.

Nothing, pertaining to the physical well-being of mankind, is so important as pure water, a fact which physicians everywhere are emphatic in proclaiming, and there is nothing that will take the place of water, in the human system. It is widely known, that the water from the famous Mount Holyoke Lithia Spring, is soft, wonderfully pure, and unsurpassed as one of nature's cure-alls. Its health giving qualities, make it a friend greatly to be desired in every household. Clear, cool and sparkling water, in abundant supply, from nature's lavish hand, it flows from this perpetual fount, where it has doubtless been flowing, through all the past ages. It is used in hundred of households, in mills, and in factories throughout our city, and in an ever widening circle, the demand for same is increasing, at home and abroad. When once used, it is difficult to find any other water that will take its place. Pure water is eight-ninths oxygen, and



SPRING AND RUNWAY SOUTH.



SPRING RUNWAY AND SUPPLY VALVE.

as oxygen is so important to the health of mankind, it is a part of wisdom, to use it internally in large quantities, and in as pure a quality as can be found. Water from the Mount Holyoke Lithia Spring is remarkably pure, soft and slightly alkaline. It presents a colorless appearance, is not turbid, and has no sediment. It is odorless, when either hot or cold, and shows only a slight residue on evaporation, five and four-tenths parts in one hundred thousand parts. There are no signs of free ammonia, and scarcely a trace of the albumenoid, four parts in one billion parts. The amount of chlorine in the water is below normal for this locality. It is recommended by physicians, and by experts in the use of water, and it is conceded, that there is nothing better for rheumatism, dyspepsia, liver and kidney troubles. It is, indeed, nature's own remedy.

The spring is located in a mountain valley, near the foot of Mount Holyoke,



CORNER OF THE UTLEY OFFICE.

LEWIS S. UTLEY.

One of the most unique and interesting industries carried on in Holyoke is that conducted by Lewis S. Utley, manufacturer of novel and attractive leather novelties, located at 241 Maple street. The business has been established seven years, five years at the present location and has proven remarkably successful, each year showing a large increase in volume over the previous year. The

leather novelties designed are considered very attractive and consist of purses, opera bags, belts, cover diaries, mats, lodge hangings, etc. The special features are college and fraternal decorations, hangings, house decorations and motor apparel. They are sold in all parts of the United States, the great department stores of Chicago, New York and Boston, handling them—in fact they are to be found in seven different de-

partments. Locally Mr. Utley does a big sign business, considered the largest in the city, and they are noted for their originality and artistic design. From twelve to twenty-two help are necessary and business during the past year has been very brisk. Mr. Utley is a Ware boy, socially is a member of the Bay State Club and Holyoke Canoe Club, and is an able acquisition to Holyoke business circles.

JOSEPH H. BEAUCHAMP.

An old established place is the grocery and provision store of Joseph H. Beauchamp, 536 South Bridge street, and under the progressive management of Ferdinand D. Beauchamp. Perfect as to cleanliness, metropolitan in every feature and having a widespread reputation for the carrying of high grade goods sold at the lowest possible prices, it is the resort of particular people, and in fact all people who are struggling to make ends meet when prices are so high for the necessities of life. Staple and fancy groceries of every description are handled, canned goods of all kinds, teas, coffees, breakfast foods and farm produce. Home made sausages and blood pudding of established merit are specialties. Mr. Beauchamp has been in business here seventeen years, coming

from his native province of Quebec four years previously. He requires the services of two clerks and a lady bookkeeper and two teams and is highly esteemed for his many personal qualities and business acumen. Mr. Beauchamp belongs to St. Jean Baptiste.

G. H. FOSTER.

The oldest established and one of the largest operating and for a number of years the only undertaking house in Holyoke, is that known for years as the Wells Lathrop, G. Herbert Foster, successor, and recognized throughout this entire section of the state for its reliability and efficiency of service. The business was founded about sixty years ago by the late N. W. Quint, succeeded by Wells Lathrop April 17, 1892, Mr. Foster succeeding him in April 15, 1909.

Undertaking in all its branches, scientific embalming and correct funeral direction, are executed in the most satisfactory manner, with especial attention given to details and the furnishing of all that is necessary or required. The office at 237 Maple street is open day and night. Telephone connection can be made with office or residence at 182 Maple street. Arrangements can be made when cremation is desired. Two assistants are required. Mr. Foster has had a long and active experience, being with Mr. Lathrop for sixteen years. He is a graduate of the Renouard School of Embalming, New York, and is a registered embalmer of Massachusetts. Mr. Foster was born in Springfield and is a member of Mt. Tom Lodge, A. F. & A. M., Robert Morris Chapter, O. E. S., Massasoit Commandery, Hampden Lodge, K. of P. I. O. O. F., Rebekahs, K. of Malta, Pythian Sisters, Y. M. C. A., and Second Congregational Church.



CORNER OF THE UTLEY OFFICE.

LEWIS S. UTLEY.

One of the most unique and interesting industries carried on in Holyoke is that conducted by Lewis S. Utley, manufacturer of novel and attractive leather novelties, located at 241 Maple street. The business has been established seven years, five years at the present location and has proven remarkably successful, each year showing a large increase in volume over the previous year. The

leather novelties designed are considered very attractive and consist of purses, opera bags, belts, cover diaries, mats, lodge hangings, etc. The special features are college and fraternal decorations, hangings, house decorations and motor apparel. They are sold in all parts of the United States, the great department stores of Chicago, New York and Boston, handling them—in fact they are to be found in seven different de-

partments. Locally Mr. Utley does a big sign business, considered the largest in the city, and they are noted for their originality and artistic design. From twelve to twenty-two help are necessary and business during the past year has been very brisk. Mr. Utley is a Ware boy, socially is a member of the Bay State Club and Holyoke Canoe Club, and is an able acquisition to Holyoke business circles.

JOSEPH H. BEAUCHAMP.

An old established place is the grocery and provision store of Joseph H. Beauchamp, 536 South Bridge street, and under the progressive management of Ferdinand D. Beauchamp. Perfect as to cleanliness, metropolitan in every feature and having a widespread reputation for the carrying of high grade goods sold at the lowest possible prices, it is the resort of particular people, and in fact all people who are struggling to make ends meet when prices are so high for the necessities of life. Staple and fancy groceries of every description are handled, canned goods of all kinds, teas, coffees, breakfast foods and farm produce. Home made sausages and blood pudding of established merit are specialties. Mr. Beauchamp has been in business here seventeen years, coming

from his native province of Quebec four years previously. He requires the services of two clerks and a lady bookkeeper and two teams and is highly esteemed for his many personal qualities and business acumen. Mr. Beauchamp belongs to St. Jean Baptiste.

G. H. FOSTER.

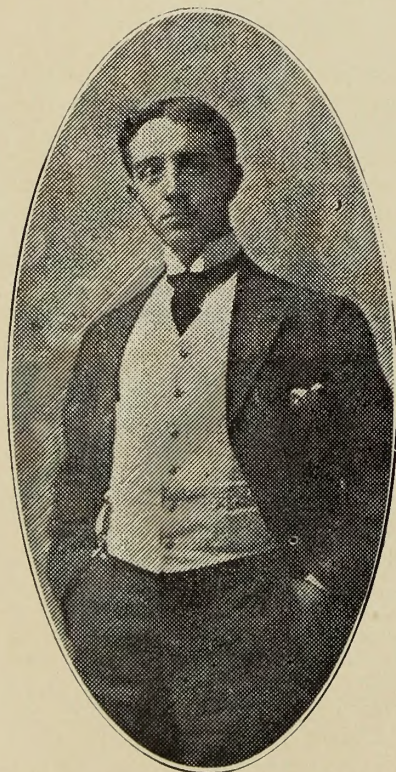
The oldest established and one of the largest operating and for a number of years the only undertaking house in Holyoke, is that known for years as the Wells Lathrop, G. Herbert Foster, successor, and recognized throughout this entire section of the state for its reliability and efficiency of service. The business was founded about sixty years ago by the late N. W. Quint, succeeded by Wells Lathrop April 17, 1892, Mr. Foster succeeding him in April 15, 1909.

Undertaking in all its branches, scientific embalming and correct funeral direction, are executed in the most satisfactory manner, with especial attention given to details and the furnishing of all that is necessary or required. The office at 237 Maple street is open day and night. Telephone connection can be made with office or residence at 182 Maple street. Arrangements can be made when cremation is desired. Two assistants are required. Mr. Foster has had a long and active experience, being with Mr. Lathrop for sixteen years. He is a graduate of the Renouard School of Embalming, New York, and is a registered embalmer of Massachusetts. Mr. Foster was born in Springfield and is a member of Mt. Tom Lodge, A. F. & A. M., Robert Morris Chapter, O. E. S., Massasoit Commandery, Hampden Lodge, K. of P. I. O. O. F., Rebekahs, K. of Malta, Pythian Sisters, Y. M. C. A., and Second Congregational Church.

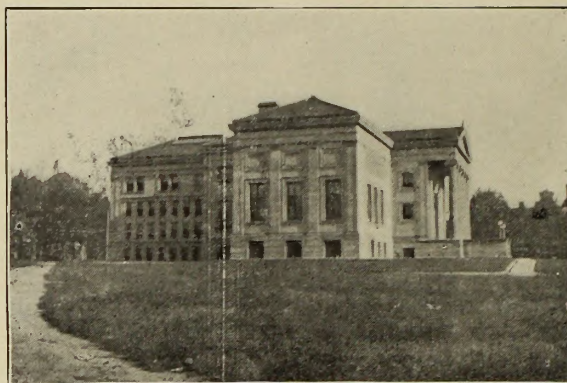
Job Hicks, who is assisted by his nephew Venus Hicks who officiates as auctioneer. This firm makes a specialty of York state and Indiana horses and in Marion, Ind., carry on a general livery, boarding and sales stable. At the Holyoke stable horses are sold privately every day of the week and on Wednesday by public auction. Here can be purchased and seen many of the finest and noblest animals in the country today and bargains in horse flesh are continually offered. This is the largest sales stable in the city, a carload of horses being disposed of weekly. On Saturday he has a public sale at the Massasoit stables, Springfield. Wagons and harnesses are always kept for sale. Mr. Hicks was born in Yorkshire, England, has a thorough knowledge of his business and is highly esteemed in commercial circles. A modern blacksmith forge is operated on Thorpe avenue.

G. W. GINGRAS.

A new addition to Holyoke's list of funeral directors is George W. Gingras, with rooms at the corner of Cabot and East street. For years Mr. Gingras was employed by his father, Amede F. Gingras, 47 and 49 High street, but in October of last year decided to go



into business for himself, and has gained a merited reputation for reliability and general excellence of service. Scientific embalming, undertaking and funeral direction are executed in the most approved and satisfactory manner, particular attention being given to de-



HOLYOKE PUBLIC LIBRARY.

VALLIS V. GODDARD.

Holyoke's widely known, well established and extensively operating mason and contractor, Vallis V. Goddard, residing at 1545 Dwight street, was born in Mt. Holly, Vt., but has resided in our city for over forty years. He has been established for himself for five years and before for ten years was of the firm Richards & Goddard. During this period he has erected various buildings such as the brick and mason work for

the following: Holyoke Public Library, Senior Building, Ball's Block, Oakdale school, Holyoke High School and many blocks and residences in all parts of Holyoke. This summer two important contracts were the Old Ladies' Home and a block at South Hadley Falls for L. M. Walker. Mr. Goddard employs from twenty to forty men according to the demands of business. He has been a mason practically all his life, is regarded as a citizen of progressive methods, and fraternally is a member of the I. O. O. F.

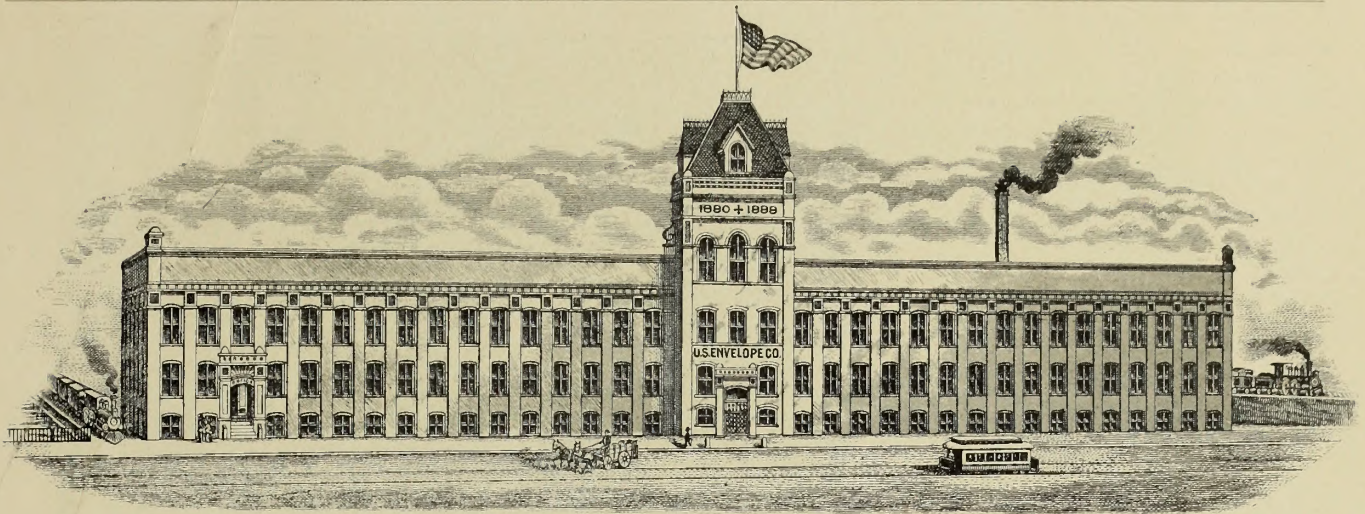
tails. When required a lady assistant is in attendance. Mr. Gingras is bound to be successful as his experience has made him one of the most painstaking in our city. He was born in Holyoke, has a host of friends about town and resides at 45 Cabot street. For weddings and funerals he keeps in stock a full line of hacks, pronounced by many the best in the city.

N. MERCURE.

Numbered among our leading and most enterprising French-American merchants is Nazaire Mercure, the well known proprietor of Mercure's Grocery and Market, 68-72 Lyman street. He has been established in business twenty years and has gained both commercial success and a high personal standing in Holyoke. High grade groceries and provisions of every description are carried, the finest of fresh and salt meats, teas, coffees and spices, etc., and the best products of the farm and dairy, a specialty being made of butter and eggs. Prices are right and competition is met in any part of the city. Three competent clerks and two teams are kept in delivery service. Mr. Mercure was born in Granby, P. Q., a town famous for its fine cigars, and has lived in our city for twenty-three years. He is highly spoken of for his many personal qualities and is a member of the Artisans. Mrs. Mercure, who ably assists in the store, is considered one of the best business women in Ward One, and is highly esteemed in social circles.

HIGGINS & CO.

A well established brass and aluminum foundry in our city, and one which stands second to none in this section of the state is that of Higgins & Co., with modern and adequately equipped plant at 115 Park street. The business has been established just twelve years and has proven very successful. The products are shipped largely to all parts of New England, but have a widely extended sale elsewhere and are for general machinery, pumps and auto parts. A specialty is made of a composition bearing metal, also all kinds of babbitt. Orders are received for special castings. Help to the number of twelve is employed and from a small beginning this industry has developed to large proportions, James E. Higgins and Frank Williams, the proprietors, are well-known in commercial circles in our city. Mr. Higgins who looks after the business was born in Chicopee Falls and has always resided there. A son, John F. Higgins, is the foreman and is thoroughly conversant with all parts of the industry. Mr. Williams is the well-known screen plate manufacturer, a sketch of whose business appears in another column. In Chicopee Mr. Higgins takes an interest in civic affairs, has been a license commissioner and is now a member of the board of register of voters. Fraternally he is a member of the Red Men and F. M. T. A. and Benefit Society.



GREAT PLANT OF U. S. ENVELOPE COMPANY.

JOHN H. GRANT & SON.

Among the many roofing contractors in Western Massachusetts, must be included one whose fame has extended far beyond the confines of our city, and whose services are required on many of the most important buildings erected since the establishing of the senior member, twenty-six years ago. We refer to the firm of John H. Grant & Son, with storehouses at the corner of Commercial and Cabot streets, and residence at

80 Nonotuck street. As gravel and slate roofers they have executed many of the leading jobs in our city, including those on paper mills, business blocks and residences. They are agents for Warren's natural asphalt and cool tar roofing materials, products which have no superior on the market today. As concrete pavers John H. Grant & Son have built many of our granolithic sidewalks besides laying the foundations for many business blocks. Help to the number of

six is employed, and business the last year has been exceptionally good. Mr. Grant was born in Sydney, the old picturesque capital of Cape Breton, and has resided in Holyoke for twenty-six years. His son and partner, John F. Grant, is a Holyoke boy, a product of our public schools and resides at 55 Nonotuck street. Both gentlemen are highly considered in social and commercial circles and as a firm of contractors have no superior in the Paper City.

S. J. HOBBS, JR.

The well equipped modern conducted and largely patronized sales and livery stable of S. J. Hobbs, Jr., 155 Maple street, was founded by his father, S. J. Hobbs, thirty-two years ago. Eighteen fine livery horses are kept in service and are furnished for business purposes or pleasure with charges reasonable and results guaranteed. Horses are bought and sold and in the purchase of horses, the patrons are given the benefit of both Mr. Hobbs and his father's long experience, through knowledge and strict reliability as to fair dealing. Mr. Hobbs has proven himself the right man in the right place and his guarantee as to a horse is relied on explicitly, his customers coming from all over Hampden and Hampshire County. S. J. Hobbs, the venerable founder, was born in Fairfield, Me., and like so many who have come from the Pine Tree State have made good in Massachusetts. For years he ran the only horse car between the passenger station and South Holyoke, carrying passengers and mails and afterwards for years conducted a bus line to the Highlands. As a hotel proprietor of the old Samoset House he became known far and wide as a genial landlord. Mr. Hobbs at present conducts a big stock farm at Southampton, and has forty head of cattle, supplying many in Holyoke with the very richest of cream and fresh milk, both obtained under the strictest conditions of sanitation.

VERMONT MARBLE WORKS.

Standing among the leading granite and marble dealers in Western Massachusetts, and unsurpassed in execution of monumental and cemetery memorial work is the Vermont Marble Works, F.



X. Dansereau, proprietor, with modern and finely equipped works at 322 Main street and branch office at 855 South Main street, Fall River. Mr. Dansereau became established in business in 1889

and today is far better equipped than ever to meet all demands of the public and caters to people all over the state. Monuments, headstones, memorials and markers are constructed from the finest and most serviceable granites; notably that from Westerly and Quincy and all creations are unrivalled for their originality and artistic conception, fine polishing, beautiful carving and expert lettering. Stones are also cleaned and repaired and inscriptions re-cut. A special line Mr. Dansereau keeps is cemetery enclosures, tiling mantelpieces and statuary. At all times he has in stock marble window sills, caps, keystones and steps. All modern facilities are in service and five skilled workmen employed. Mr. Dansereau is a native of Vercherres, P. Q., and is considered an expert monumental worker and business man of progressive methods and is a member of St. Jean Baptiste. He has been in the United States since 1865.

HICKS BROTHERS.

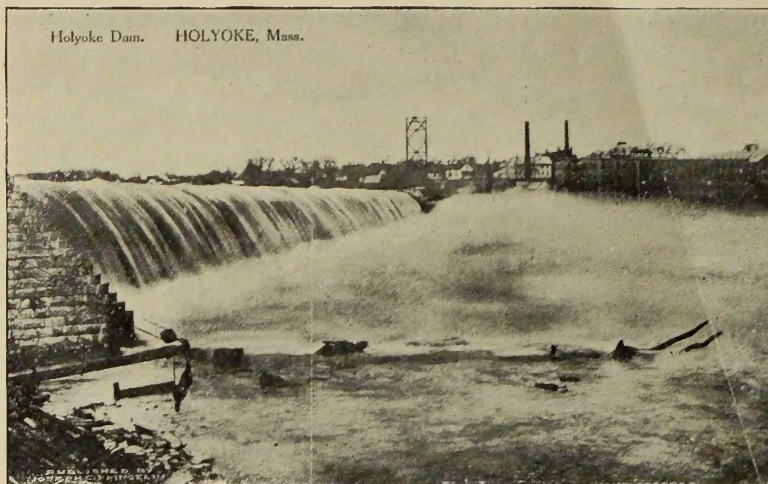
Holyoke's widely known and largely operating firm, dealing in horses, the Hicks Brothers, with sales stable at 857-859 Hampden street, has been established since 1870, of that time thirty-five years right here in Holyoke. The death of one brother four years ago has since thrown the whole responsibility on

in the town of South Hadley, and is destined to some day become as famous even as Mount Holyoke itself. No better water is found anywhere, and the liberal supply that nature has accorded to this spring constitutes one of the natural marvels of this locality.

The head office of the company is located at 11 Main street, and the officers are Charles B. Prescott, president; George H. Smith, treasurer and T. Henry Spencer, secretary. The genial Harry Putnam, has been with the company several years, as general manager, and the wants of the public for this remarkable water are carefully and quickly administered to.

O'CONNOR'S LAUNDRY.

Metropolitan in methods and modern in equipment, decidedly the model wet wash laundry of Holyoke is that of O'Connor's Laundry located at 154-156 Pleasant street and under the enterprising proprietorship of T. P. O'Connor. The business was established May 13, 1907, and the present spacious buildings erected and entered in the summer of 1909. Previously Mr. O'Connor visited various leading laundries in New England, so that by taking note of all improvements, he was able to build and equip a laundry plant that is the acme of perfection in this industry, and stands without a peer in the "Paper City." The two fine stone buildings have every up-to-date facility, the main laundry building being three stories high, 50x80 feet, and the boiler and engine room 30x60 feet. Twenty-two experienced laundry help are required and five teams kept in collection and delivery service. Wet washings, now so popular with the people, are done in the most prompt and satisfactory manner, and at the moderate rate of fifty cents for an ordinary basket. The leaders in laundry machinery are used, the Adams Laundry and Hagen machines. Mr. O'Connor has the credit of being the only one in Western Massachusetts who uses castile soap, thus ensuring his patrons against harmful chemicals. He noticed the prejudice against the laundry system and knew he had the secret could he wash clothes like the average housewife. He has solved the problem and is one out of a thousand who can test soap chemically, thus giving the people of Holyoke the benefit of his knowledge on this very important matter. Mr. O'Connor is alert for the best but not the cheapest, for example, in the branch line of starching he pays eighteen cents per pound for his starch against the average price of four and six cents. Mr. O'Connor was born in the County of Kerry, Ireland, and has certainly made good since coming to the United States.



He started in business with two helpers, but ever alert and wide-awake, has steadily advanced. He is regarded as a business man of progressive methods, and in locating in the Highlands has certainly given this section of the city an institution that makes for advancement as well as cleanliness. He is a member of the Elks, Red Men, Business Men's Association and Board of Trade. Mention should be made of the fact that this was the old Ewing property, owned by many generations of the family, finally passing into the hands of W. H. Barlow and in time to Mr. O'Connor.

JOHN H. LEE.

Of long and varied experience, widely and favorably known, John H. Lee, located at 56 Race street, since January and before for eight years at Bigelow near Appleton stands among the leading blacksmiths of Hampden County, and is second to none in expert knowledge of his trade. Three modern forges are operated and six skilled workmen employed. A specialty is made of practical blacksmithing and machine forging and in mill work he has no superior in the paper city. For twenty years Mr. Lee worked for the Farr Alpaca Company and the American Thread Company ten years. He has done well since coming here from his native town of Kilbain, P. Q., forty years ago and is considered one of our leading citizens. He resides at 72 Newton street and is a member of the M. C. O. F. George A. and Edward Lee, sons, are able assistants, and are Holyoke boys. They are very popular among their friends and are members of the Lenox Club.

ARTHUR DOMINGUE.

Particular people who have solved the problem of good living at moderate price are largely patrons of the grocery and meat store of Arthur Domingue, 18 Cabot street, with entrance also at 523

Summer street. The business was established three years ago under the firm name of Domingue and Lavoie, but the latter retired in February of this year, leaving Mr. Domingue sole proprietor. Leading features are beef, pork, lamb, veal and poultry, while the line of canned goods is one of the largest and best selected in the city. Produce, fresh from the farm, guaranteed eggs, choice Vermont butter, teas, coffees and spices are leading features. Low prices prevail and courteous attention is paid each patron. Three help and a delivery team are necessary to fill orders. Mr. Domingue was born in Norwich, Conn., coming to Holyoke as a child with his parents. After school hours he worked in a store, becoming in time a successful merchant. Mr. Domingue resides over his store, is a member of St. Jean Baptiste and Artisans, and is a very agreeable man to converse with.

J. PHILIAS RODIER.

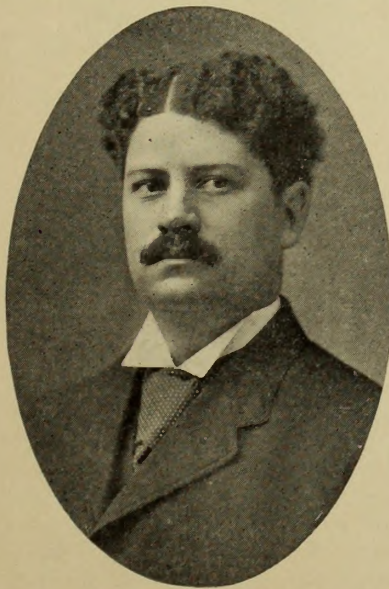
Although established but one year the gent's furnishing store of J. Philias Rodier at Rodier's Trading Corner, 338 Main street, is now one of the institutions of South Holyoke. Each department is replete with medium and fine grade goods, representing all that is stylish and serviceable. Gent's furnishings of all kinds can be seen here in vast array, shirts of the latest style, collars and cuffs from Troy, underwear, neckties, hosiery—in fact everything to be found in a big city haberdashery. Trunks, bags and jewelry are also displayed on the shelves and Mr. Rodier has the happy faculty of displaying goods in the best possible manner. Mr. Rodier was born in St. Hyacinth, P. Q., forty-eight years ago and in 1883 came to Holyoke. He soon picked up the English language and for several years was a clerk in city stores. In a modest way he started himself in 1909, and by close attention to business, looking after detail and courteous to customers, he has rapidly advanced so that today his store is considered a strong competitor in the Southern section of our city.

W. T. DEAN.

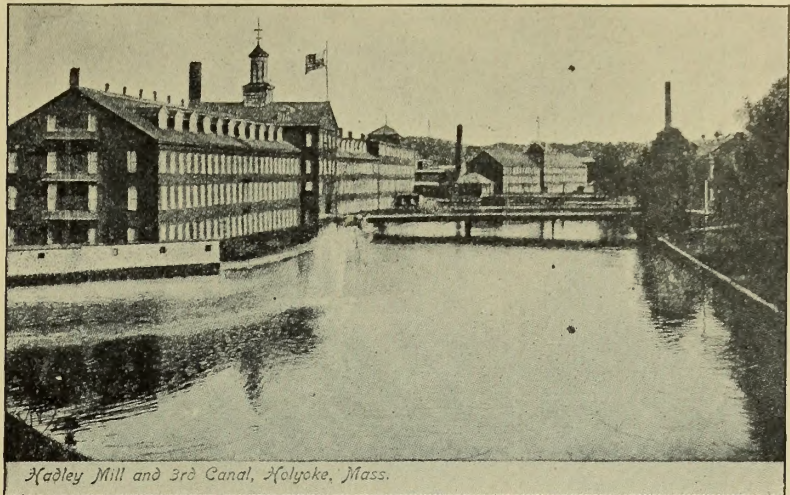
Holyoke is notable for its many handsome and attractively painted and decorated residences, a fact often remarked upon by strangers. A great part of the painting was and is done under the experienced and skillful management of W. T. Dean, 279 Maple street, one of the best and most favorable known in his time in Hampden County. The business was established in 1873 by Dean & Wheelock, but since 1894 Mr. Dean has been for himself, and at his present location since April of this year. Both interior and exterior painting is done in the most modern and satisfactory manner, also paper hanging, graining and glazing, all work guaranteed to prove as represented. His store is replete with paper hangings in all the new styles. He wholesales and retails oils, glass, art goods, artists' materials and pictures and in paints has different prepared paints, that of Colonial and Derby's being his leaders. Many of the leading citizens of Holyoke have their houses regularly painted by Mr. Dean. He employs from twelve to twenty help and is ever ready to estimate on a job. Howard Dean, son of the proprietor, is the proficient manager, is a Holyoke boy and was brought up in the business. Mr. Dean was born in Constableville, N. Y., and has been a resident of Holyoke since 1873. He resides at 71 Fairfield avenue and is a member of the A. F. & A. M. and Golden Cross.

A. J. DUHAMEL.

Prominent among the leading hay, grain and flour dealers of Holyoke, and having an unrivalled reputation for re-



liability of service and quotation of lowest market prices is the widely known and largely patronized merchant, A. J. Duhamel, of 306 Main street, and spa-



Hadley Mill and 3rd Canal, Holyoke, Mass.

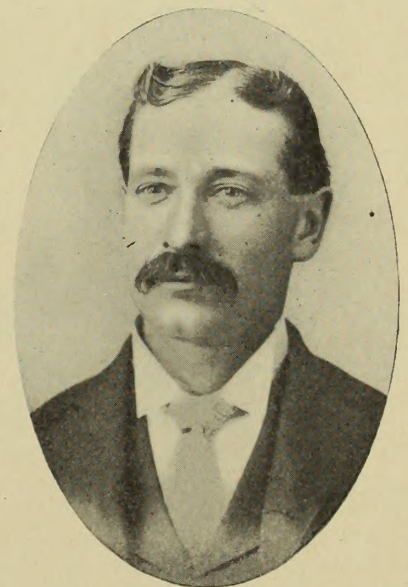
cious yard and storage at Willimansett. The business dates back nine years and during that time it has been materially improved with consequent gain in prestige and patronage. Hay, grain, straw, feed of all kinds, coal and wood and flour are extensively handled, also poultry food and fertilizers. All operations are marked by modern methods and competition successfully met in every particular. He has in his employ six men and five teams are kept in service. His brother, H. Duhamel, looks after the office work at 306 Main street. Mr. Duhamel is one of our most prosperous French American citizens, has been prominent in civic circles and is a member of St. Jean Baptiste, Heptasophs.

PAUL C. COTE.

Unrivalled in excellence of goods carried, moderate prices and fair dealing, the largely stocked grocery and provision store of Paul C. Cote, 146 Cabot street, stands among the foremost similar stores in South Holyoke, and successfully meets all competition in any part of the city. The business was established two years ago and has been an entire success, Mr. Cote making a specialty of handling the highest grades of groceries, meats and provisions known to the trade. Breakfast foods, fine canned goods, choice teas and coffees and cake from the Oak Grove Creamery are largely dealt in, likewise fresh vegetables, butter and cheese. Positively the lowest possible prices are quoted on all goods carried and satisfactory results are guaranteed on all purchases made. Mr. Cote was born in St. Hyacinth, P. Q., Canada, but brought up and educated in Holyoke. He is a member of the F. of A. and St. Jean Baptiste, his residence being at 370 Maple street. He has amply demonstrated his mercantile integrity and enterprise and is regarded as among the leading merchants of this section.

JOSEPH B. FONTAINE.

The modern and model bakery of Joseph B. Fontaine, 666 South East street, notable for its cleanliness and unrivalled bread has been established twenty-eight years, and during this long space of time his products have met with great acceptance and he with gratifying success. He does not believe in doing too many different things, so he makes nothing but



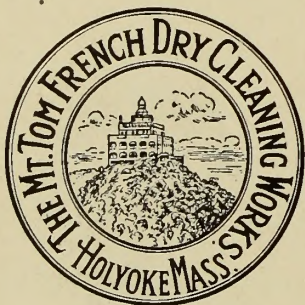
bread, bread fit for a king. He purchases only the best of flour, uses the purest of ingredients and sells two hundred loaves daily. Eight stores, in all, sell his staff of life, besides he has a general house trade. He is assisted by his son Joseph Fontaine, Jr., and has also a delivery team. Mr. Fontaine is a native of the Province of Quebec and has been in Holyoke thirty years. He is a member of the St. Jean Baptiste, F. of A. and Heptasophs and is highly esteemed by his many friends.



THE MT. TOM FRENCH DRY CLEANING WORKS.

As an illustration of what a man can do who starts out to succeed, backed by determination and ability, we call attention to Hermann Bosbach, proprietor of the Mt. Tom French Dry Cleaning

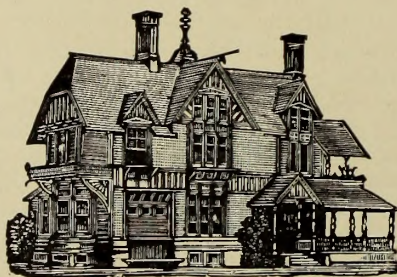
until starting out for himself. Mr. Bosbach is one of our leading German citizens and is a member of the M. C. O. F.



Works, with works and office at 146 Brown avenue. Mr. Bosbach started in very small two years ago, but has now one of the best equipped plants in this part of the state and does a large annual volume of business. Cleaning, dyeing and pressing in all branches are executed in the most up-to-date and satisfactory manner. His great specialty is French dry cleaning, and the ladies of Holyoke who have given him their valuable laces, evening and opera gowns, and other wearing apparel are thoroughly satisfied with his work and say they are put in as good condition as when purchased. Here lace curtains and blankets are cleaned and finished equal to new. All work is called for on request and returned promptly and satisfactorily. Four help and a pony express are necessary adjuncts. Mr. Bosbach was born in Hueckeswagen on the Rhine, Germany, and came to this country in 1895. For a time he worked in the Germania Mills

HONORE MARTINEAU.

Prominent among Worcester's French-American citizens connected with the building trade is Honore Martineau, the well-known carpenter and jobber of 1021 Dwight street. Mr. Martineau was born in the Province of Quebec and came to Holyoke thirteen years ago, and for a time worked in the paper mills and for builders, and became established for himself two years ago, gaining pronounced success and an enviable reputation for his architectural ability. His strong feature is jobbing and in this he is prompt in the execution of all work, careful as to details and moderate in charges. He has erected two residences for W. J. Mahoney, of Elmwood, and one for Thomas Curley, of Maple street,



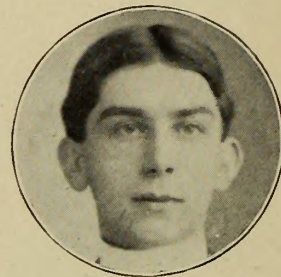
at Elmwood. Mr. Martineau is making good in Holyoke and we bespeak for him a brilliant future as a builder. He has telephone connection. The first of June, Mr. Martineau purchased the lot where he resides and intends some day to build a new block.

CHARLES B. DAVIS.

The boarding and sales stable of Charles B. Davis, 243 Elm street, corner of Cabot, has been established thirty-six years and during this long space of time Mr. Davis has seen our city grow from a place of small importance to an important manufacturing center of 58,000 people. The stable has a capacity of fifty stalls, at present forty horses are cared for and that properly by experienced stablemen, who number five. The stable is of brick, two stories and a basement, and many of our leading professional and business men have had Mr. Davis board their horses for many years. Horses here are also bought and sold, all sales being by private sale. In connection but still apart is a veterinary hospital conducted by Dr. J. J. Moynahan, who is considered one of the most skilled in our city. All domestic animals are treated in as painless a manner as possible. Mr. Davis was born in New Haven, Conn., but has resided in Holyoke since establishing his business. He is a member of the Elks, and Pequot Club.

THE PEOPLE'S MARKET CO.

Although established but three years, the modern, cleanly and finely stocked market, known as The People's Market Company, 69 Cabot street, has gained pronounced success and is meeting with



A. LACROIX.

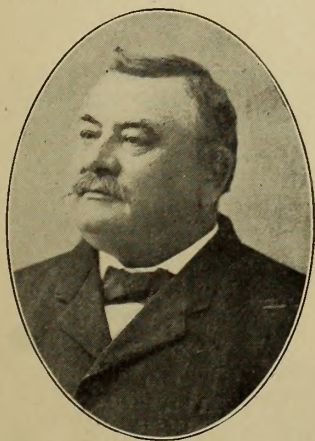
a large and steadily increasing patronage. Special attention is given to the handling of high grade meats and provisions, with prices absolutely the lowest that reliable and satisfactory goods can be sold for. Leading brands of canned goods, table delicacies, etc., are also handled in varied and select lines. Fresh vegetables, eggs, etc. Particular people are largely patrons, because particular service is given with prices always right. Three clerks and one team are kept in service. The proprietors are John B. Beauvais and Armand Lacroix, the latter being manager. Mr. Lacroix was born in Putnam, Ct. He is a member of the F. of A., Red Men and Artisans and has a host of friends in the city.

N. E. HOWES.

Metropolitan in appearance, finely equipped and largely stocked with high grade goods and the acme of perfection as regards cleanliness, the grocery and meat market of N. E. Howes, located at 916-918 Hampden street, is unsurpassed in Holyoke and the finest in the Highland section. In fact it would do credit to any large city and is a decided institution in the Highlands. The business has been established ten years, seven years here, and by always meeting the demands of particular people has steadily gained in prestige, popularity and patronage. The finest of fresh and cured meats, also provisions of standard packing and staple and fancy groceries are carried in select and complete lines, also poultry picked by responsible poultry men. Special features are superior canned goods and table delicacies of highest quality, biscuits galore and the celebrated Occident flour, widely used and giving the best of satisfaction. An extensive trade is also done in choice teas, coffees and spices, fresh vegetables, fruits, bread and pastry. Moderate prices prevail and competition is met in every respect. Mr. Howes takes great pride in his unrivalled market and his goods are displayed on shelves, counters and in the windows in the most artistic manner. Five teams are required and fifteen courteous clerks are employed. Mr. Howes was born in Holley and came to Holyoke ten years ago and is numbered among our most enterprising and successful merchants, and is esteemed as a business man and citizen.

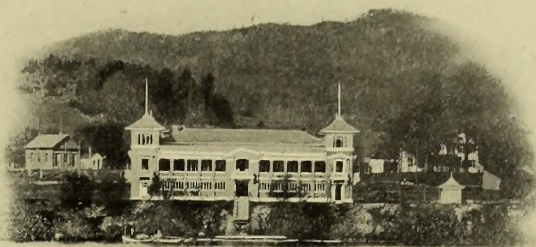
SEBASTIEN YENLIN.

Holyoke has several notable features in keeping with metropolitan ideas, and by no means least among these is the finely equipped bakeries of Sebastien



Yenlin, 57 Ely and 70 Cabot streets. The business was established on Ely street in Centennial year, 1876, and in January of 1905 the store at 70 Cabot street was opened. The baking plant is par-

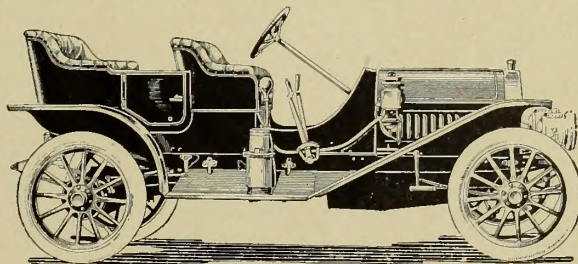
ticularly noticeable for having all sanitary arrangements known and every facility for rapid and perfect production. Knowing that you are eating food manufactured here, is to know that you are getting the best and purest, the most scientifically baked, and the highest grade products known to the bakers' art. Superior wheat and rye bread, pastry and cake, cooked daily, this in brief tells the history of Mr. Yenlin's enterprise. Baked beans and brown bread Saturday evenings and Sunday mornings is an important feature. Six competent assistants are employed and two teams kept in service. Mr. Yenlin was born in Alsace-Lorraine, now belonging to Germany, and is a member of the Alsace-Lorraine Union of America, L'Union Nationale Francaise of Holyoke and Red Men.



HOLYOKE CANOE CLUB.

MRS. A. S. FRALEIGH.

The scientific cultivation of flowering plants is successfully carried on in Holyoke by Mrs. A. S. Fraleigh, with modern plant at 10 Clark street. The industry dates back only three years, but during that time it has steadily increased in output, requiring added facilities from time to time. One large conservatory, 74x120 feet is devoted to violets, geraniums, bedding plants, etc., and cut flowers are furnished for private or public functions, and floral designs for weddings and funerals. Mrs. Fraleigh takes a deep interest in her work, has a natural bent for floriculture and no doubt in the near future will be compelled to add to the size of her plant. She is a Pelham (Mass.) lady, highly esteemed in social circles for her many admirable qualities, is a member of the Home Department of the M. E. Church and the Rebekahs.

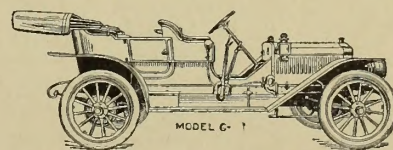


MAXWELL TOURING CAR.

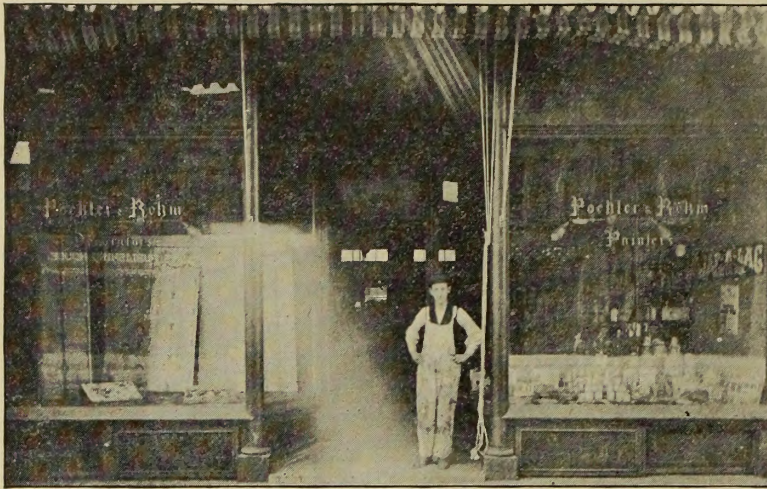
BURRINGTON MOTOR CO.

Standing among the foremost and best equipped auto garages and repair shops in Holyoke is the Burrington Motor Company, 21 Suffolk street. Established five years ago, it has continually gained in prestige and patronage and has kept pace with the rapid advancement of Holyoke. The garage has a capacity of eighteen cars and all modern facilities for the overhauling and repairing of autos. Supplies and accessories of all kinds are kept in stock, standard rubber tires, Jones speedometers, etc. The firm has the agency in Holyoke and Hampshire County for the celebrated Stoddard-Dayton, Maxwell Courier and Regal automobiles, and their various points of superiority are demonstrated

upon request, and for the former car is the sole agent for Holyoke and Hampshire County. Competent help to the number of two is employed who are familiar with all makes of cars, and



autos are hired day or night. Burt G. Burrington, the proficient manager, is a native of Heath and has resided in Holyoke for fourteen years, for years being engaged as a machinist and during his business activity here has gained a high personal standing and made many friends.



POEHLER & REHM.

Prominent among the most extensively operating and highest class painters and decorators of Holyoke is the widely known firm of Poehler & Rehm, located at 453 Main street. The business was founded last year but neither are novices as both have had years of experience, Mr. Rehm being formerly of Rehm & Wagner. Only the best and most satisfactory work is executed, including both exterior and interior house painting, paper hanging, kalsomining, etc., a special feature being fresco painting. So popu-

lar has this firm become that now eight men are employed with chances of additional help in the near future. A full line of wall papers, mouldings, mixed paints, is carried, a specialty being made of the Bridgeport paint, a paint that has no superior, stands out well and lasts in any climate. Mr. Poehler is a Holyoke boy and has grown up with the city, while Mr. Rehm was born in Germany. Both gentlemen are familiar with all branches of the art, including the most intricate and difficult features.

SAINTE-MARIE & CHAREST.

The great furniture house of Sainte-Marie & Charest, 231-233 Main street, is the center for all particular and discriminating people looking for bargains in the furniture line. The business has been established twenty-five years and since the death of A. Sainte-Marie has been carried on by O. Z. E. Charest. During this space of time the concern has steadily advanced and meets all demands in supplying high grade household goods, sold at moderate prices, and has also gained an unrivalled reputation for its reliability of service and modern methods of conducting trade. The entire building, consisting of three floors, is occupied, and is stocked to repletion with furniture and household goods of every description, making in its entirety, a veritable furniture fair and immense show of all that is reliable and desirable for the home. To enumerate the goods would be to require a book in itself, but they include furniture for the kitchen, the dining room and parlor, the sleeping chamber and the study or "den." Also beds and bedding, mattresses of leading manufacture, fashionable carpets, rugs of medium and high grade texture, art squares of finest quality, oil cloths,

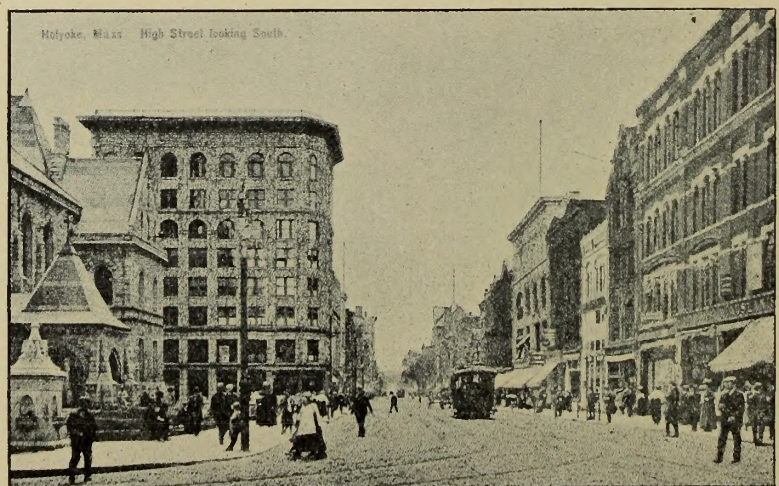
lamps of all kinds, window shades, curtains, pictures, etc., and the celebrated "Model" ranges and Belding Hall refrigerators. Five clerks are employed and two teams required. Mr. Charest was born in Three Rivers, P. Q., and came to Holyoke when a young man. He has been ambitious, painstaking and progressive and today has one of the best house furnishing concerns in Western Massachusetts.

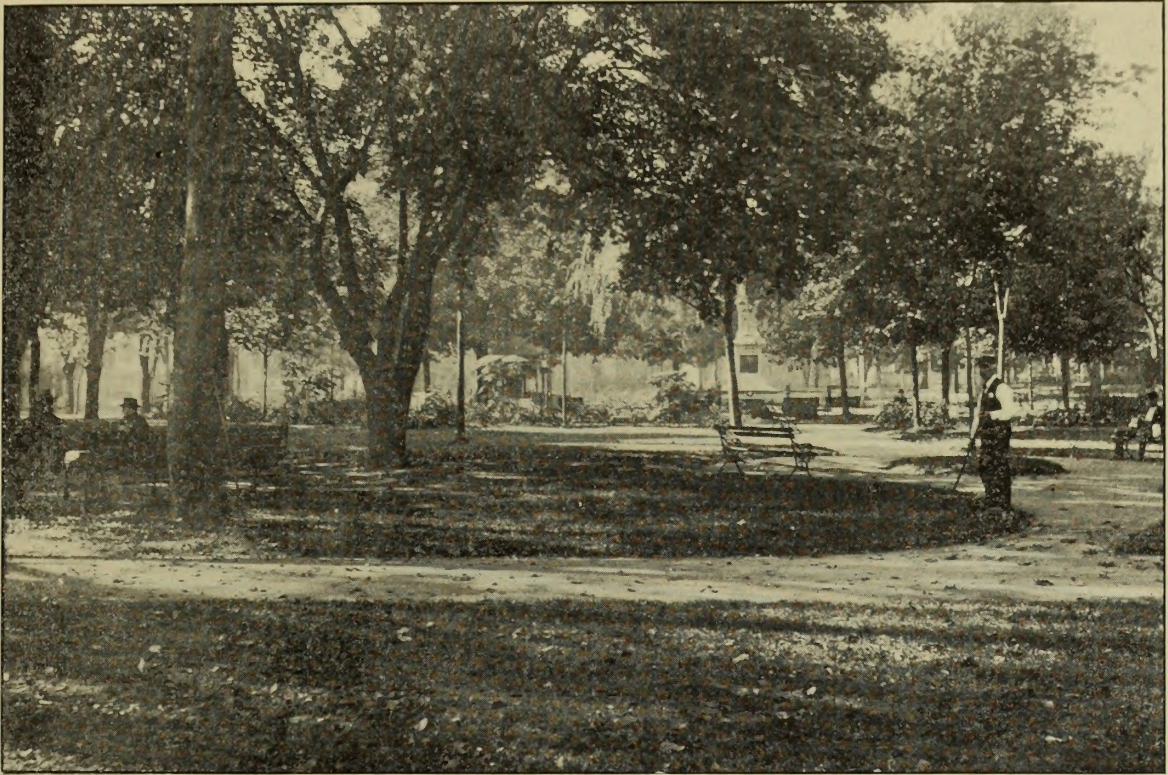
LYMAN F. THORPE.

Modern in methods, and having had a wide and varied experience, Lyman F. Thorpe, the well known contractor and builder of 791 Hampden street, is regarded as one of the most competent men in Holyoke in the building of residences and cottages of varied description. Moreover, he has a merited reputation of making closely calculated estimates and fulfilling all contract obligations in the most satisfactory manner. For twenty years he worked for the firm of Thorpe Brothers, contractors, and seven years ago became established for himself. Mr. Thorpe was born in Northampton, but has practically always lived in Holyoke. He has gained success here and all work receives his personal attention. Mr. Thorpe is a member of the Highland Engine Co., resides at 22 Waldo street and stands well in commercial and building circles.

A. P. LA FRANCE.

The finely stocked and well patronized grocery and provision store of A. P. La France, 95 Lyman street, was established in 1906, and has steadily gained in volume of business. This has been the result of handling high grade, always satisfactory goods, sold at the lowest possible cash prices. Groceries of various descriptions are kept, fine canned goods, cereals, dairy products, tobacco and confectionery. Mr. La France is very courteous to his patrons, never substitutes but gives what is asked and consequently has worked up a nice trade. For years previously he was in the drug and insurance business. He came from his native Province of Quebec in December, 1899, and has proven himself a merchant who is bound to succeed. Mr. La France resides at 93 Lyman street. He is a member of Cercle Rochambeau.

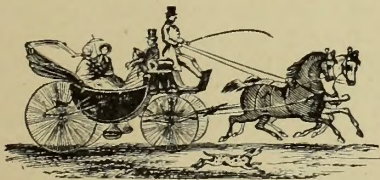




HAMPDEN PARK, LOOKING SOUTH.

MICHAEL E. O'NEIL.

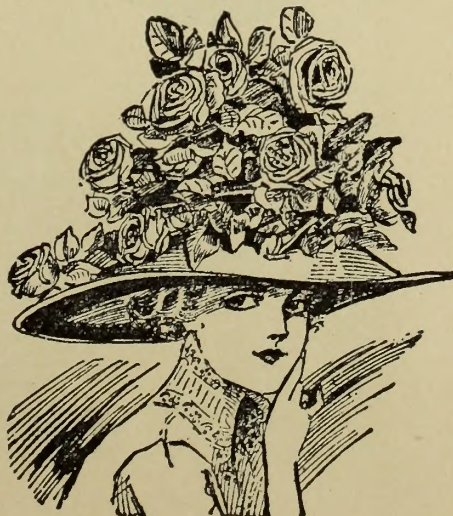
The spacious, modernly operated and largely patronized hack, livery and boarding stables of Michael E. O'Neil, 145 Hampden street, have been established for over twenty years, but only came under his proficient proprietorship on



September 12, 1907. These up-to-date stables have about twenty livery horses and sixteen boarders. Hacks and teams of all kinds for business or pleasure are furnished at reasonable rates, horses are cared for in the best possible manner and a general express and baggage transfer business also done. Furniture and piano moving are strong features but Mr. O'Neil will move anything moveable. Five competent men are employed and telephone orders receive prompt attention. Two special features here are carpet cleaning and laying and the storing and packing of goods for shipment. Mr. O'Neil was born in Williamsburg, Mass., and for years was salesman in Springfield for the John P. Squire Company. He has proven himself adept at his chosen vocation and finds business better each year. He resides at 124 Oak street.

MRS. J. L. FIMBEL.

Elaborately appointed, largely patronized and catering especially to ladies of fashion and discrimination, the millinery parlors of Mrs. J. L. Fimbel, 261 Main street, are classed among the leading similar houses of Holyoke, and second to none in service and reliability. The business has been established over one year and only the finest of millinery is kept, a specialty being made of trimmed and untrimmed hats. Hats are trimmed in the most becoming manner, prevailing styles being absolutely followed with results always satisfactory. The great millinery stores of New York are visited twice yearly, and Mrs. Fimbel



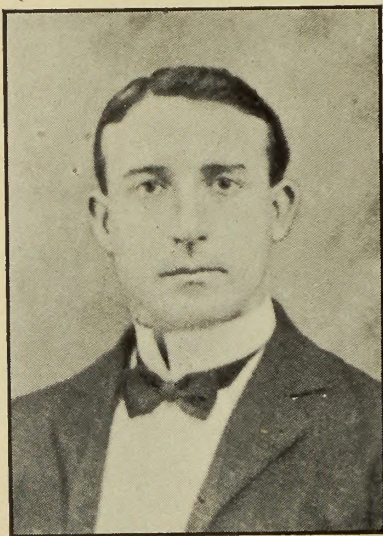
being a native of France, keeps in close touch with the very latest in Parisian fashion. She has resided in Holyoke for nineteen years, has been very successful in business and in the spring and fall requires eight milliners. The outlook for the fall trade is excellent and will certainly be her banner season.

ROBERT C. BURKHARDT.

Successfully meeting all competition in any section of the city, and decidedly unrivalled in Elmwood for carrying high grade goods, sold at the lowest possible prices, is the grocery of Robert C. Burkhardt, 133 South street. The business has been established fifteen years and has kept pace in patronage and up-to-date methods, with the rapid growth and prosperity of Holyoke. Large and select lines of groceries are kept, canned goods of highest quality, leading brands of flour, popular breakfast foods, choice teas and coffees, table delicacies, farm and dairy products, bakery goods, tobacco and cigars. Four clerks and three teams are employed. Ten years ago Mr. Burkhardt built the Burkhardt block, three stories high, which has his store and five tenements and is 65x73 feet. He was born in Germany and left his native country when very young, spending his boyhood days in Huntington and Chester. Mr. Burkhardt resides at 131 South street, is a member of William Whiting Lodge, A. F. & A. M. and Holyoke Turn Verein.

H. L. MOUSETT.

The spacious, largely stocked and well patronized grocery and meat market of Hector L. Mousett, 572 Summer street, has been established by him since December, 1901, and throughout this extended period, Mr. Mousett's store has steadily



borne an unrivalled reputation for carrying high grade, satisfactory goods. Leading makes of flour, general, fancy and staple groceries, breakfast cereals, bakery goods, teas and coffees, etc., are all found here, while as to meat and poultry there is no better place to purchase. Mr. Mouset's trade has increased year by year and today he requires four alert clerks and two delivery teams. Mr. Mousett is a representative of the business men who have come out of the good old Province of Quebec, and notwithstanding keen competition, has prospered. He is an ardent member of the Artisans.

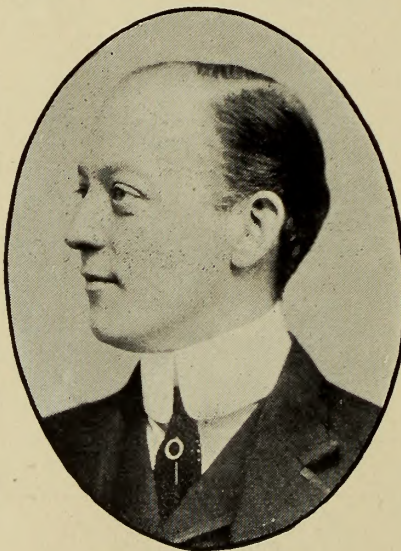
CHARLES A. HEILMANN.

Prominent among the leading and most extensively operating bakeries of the city and second to none in Ward Two, is that of Charles A. Heilmann, with modern and finely equipped plant at 297 Park street. The business has been established seven years and has steadily advanced in production, popularity of products, and stands today a model of the art of baking. Special features are bread, cake and pastry of the finest manufacture, sold in all parts of the city and largely purchased by particular people. All ingredients used in production are strictly pure and only the finest grades of flour, while the moulding, baking, etc., is done under perfect conditions of cleanliness. Four skilled bakers are employed and one delivery team is required. On Saturdays Mr. Heilmann bakes the famous Heilmann baked beans. He was born in Germany

and has had many years experience as a baker. Mr. Heilmann is considered a man of sagacity and progressiveness and is a member of the Turn Verein, Sons of Herman and Workingmen's Sick Benefit Society. Mr. Heilmann left on July 5th for Germany on a well earned vacation of two months.

E. M. LINDSAY CO.

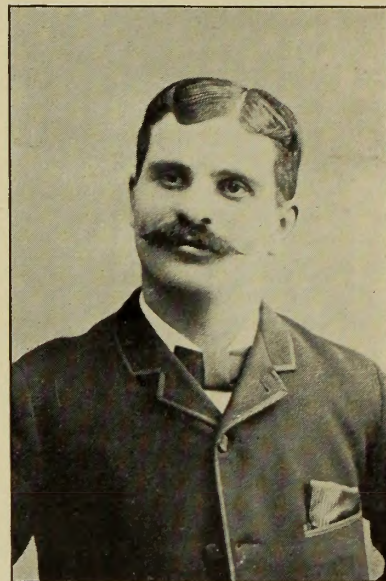
Among the many millinery stores of Holyoke, none excel in fine assortment of goods and excellence of service that of the E. M. Lindsay Co., located at 211-215 Main street. Established about twenty-five years, this concern has been very successful, the patrons, including many of the most particular ladies of our city. Large and select lines of high grade goods are kept, also an extensive line of popular priced merchandise. The Paris, New York and Boston styles are closely followed and the productions in trimmed hats are notable for artistic conception and skilled workmanship. It is the largest millinery establishment in Holyoke and about twenty work ladies are employed. On the death of Mrs. Lindsay Bresnahan last year her brother, Joseph A. Ring, became proprietor and

**J. A. RING.**

he has been entirely successful in his vocation, having been in the wholesale millinery business in Boston for about twelve years. By reason of his business connections with one of the largest importing and manufacturing millinery houses of New York, Mr. Ring enables a price scale to prevail at the E. M. Lindsay Co. which brings the merchandise and millinery creations offered by them in a most desirable light with the purchasers as for style, quality and price. Mr. Ring was born in Boston and since coming to Holyoke has been closely identified with all movements for the betterment of the city. He resides at The Maplewood and is a member of the Elks, K. of C., and Holyoke Club.

O. N. CHAPUT.

The people of Ward One are fortunate in having one of the finest stocked grocery and meat markets in all Holyoke, that of Ovilla N. Chaput, 63 Ely street. Twelve years ago Mr. Chaput established his business, adding provisions five years



afterward, and during this time he has gained a reputation for reliability of service, low cash prices and high grade goods, second to none, and steadily gains in volume. The finest of groceries are kept, provisions of standard packing, select teas, coffees and spices, table delicacies, meats and poultry right from the farm. He needs the services of two clerks and two teams. Mr. Chaput is considered not only one of the most prominent, but also one of the most successful of our French American citizens, who born across the border, have by determination and business acumen, placed themselves on the highest plane both socially and commercially. Two years ago he built this handsome block, although only being in this country at that time twenty-eight years. For years he worked in a mill and for a time was a clerk in a grocery. Mr. Chaput saved his money, but was never considered close by his friends, and in time had put by a nice competence. He is a director of the Monument National Canadian Francaise building, a director and auditor of Court Mt. Royal, Foresters. Mr. Chaput owns considerable property in Holyoke, having thirteen tenements and one store besides his own.

BEDFORD BUTTER HOUSE.

Notable for its cleanliness, high grade quality of goods, fair dealing and low prices, the grocery and provision house known as the Bedford Butter House of L. Napoleon Rochefeu, 52 Mosher, corner of Center street, steadily gains in

public favor and patronage. The business was established in April of this year and is proving very successful. Here are handled groceries of all kinds, canned goods, spices, dainties for breakfast and supper, fruit, eggs, butter, etc. Mr. Rocheleau is handling only good butter, butter made at the best dairies of Vermont. He requires two clerks and two teams and the business outlook for this store is grand. He was born in Holyoke and named his store after a town in the Green Mountain state where his parents reside. Mr. Rocheleau is a member of the Artisans and St. Joseph's Society and is bound to make good as a merchant of the Paper City. He has a well stocked storehouse at 103 East street and sells wholesale to many of the smaller stores.

PERFECT SAFETY PAPER CO.

One of the newest industries of Holyoke and having a high standing commercially is the Perfect Safety Paper Co., with well equipped two story plant on Winter street near Appleton. The business was established last year, absorbing the Phelps Paper Company, and is officered by J. B. Weis, president, and J. P. Phelps, treasurer. The products of the company have a widespread and merited reputation for their serviceable qualities and general excellence and broadly speaking consist of padlock and perfect safety paper, used for checks, drafts, negotiable paper, etc., and perfect safety ticket paper for all forms of railroad tickets, passes, etc. The large annual output is distributed all over the world, and the plant of the company has all necessary improved machinery and all modern facilities for rapid and perfect construction. The Phelps Protective paper is a great specialty sold not only in the United States, but much is export-

ed to foreign countries. Help to the number of twelve is employed. Mr. Weis is a native of Franklin, O., and Mr. Phelps of Holyoke. Both gentlemen are practical business men and the outlook for the company is most promising.

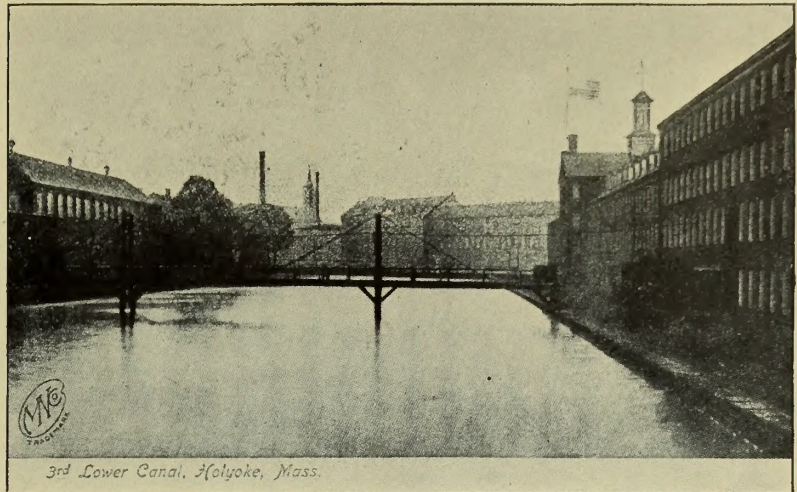
F. A. DAVIS & SON.

During the twenty-five years of establishment in business of F. A. Davis, and since 1907, as F. A. Davis & Son, 96 North Pleasant street, Holyoke's widely and favorably known mason, brick and cement contractors, they have executed by far the greater part of the sidewalks and cement walls of Holyoke, and built up an unrivalled reputation for proficiency and reliability of service. The sidewalks of Holyoke are commented on by strangers as having no superior in the New England States, while the cement walls built by this firm have the appearance that they will endure for centuries. At their plant on North Pleasant street, Davis & Son make their arti-

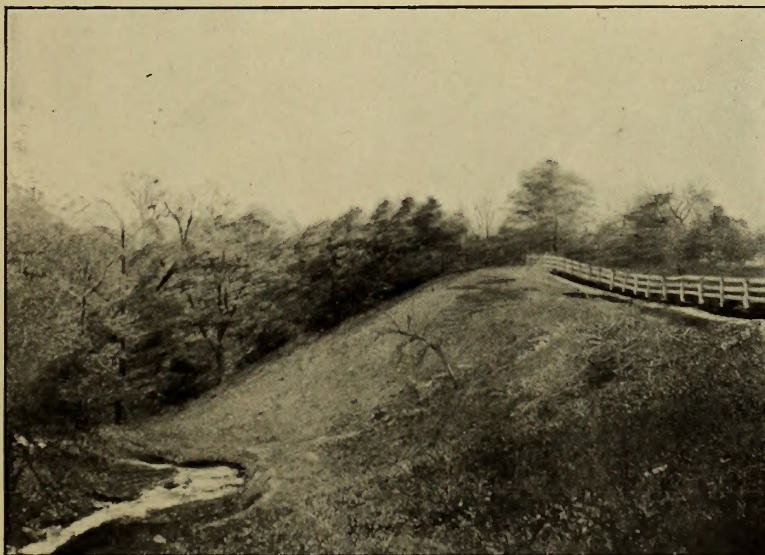
ficial stone, using only the best of cement, sand and other ingredients which would cause their product to pass the most severe government test. Besides blocks they make steps, posts, vases, urns, etc., and when moulded are impervious to water. Ten men are employed and business has been on the steady increase. F. A. Davis was born in Norwich, Conn., and came to Holyoke thirty-one years ago, residing of that time eight years in South Hadley Falls. He is classed among the leading contractors of Hampden county, is progressive and enthusiastic as to Holyoke's future and is a member of Mt. Holyoke Lodge, A. F. & A. M. Herbert S. Davis, was born in South Hadley Falls, has proven himself an able acquisition to business circles and resides at 5 Parker street.

P. H. LEDERER.

One of the best known plumbers of Holyoke, especially in the Highlands, is P. H. Lederer, located at 144 Pleasant street. The business has been established two years and during this time Mr. Lederer has gained an important prestige and an ever increasing patronage. Special features are sanitary plumbing, house drainage and scientific ventilation. Bath and toilet rooms are installed and all work guaranteed to prove satisfactory. Gas fitting and tinning are special features and Mr. Lederer is considered an expert in these branches, being very painstaking in his methods. As a general repairer his services are required in all parts of our city. Mr. Lederer employs from five to eight men and a telephone call will receive his prompt attention. Fair samples of his work can be seen in the plumbing done in the Toomey block on Chestnut street, Callahan house on Morgan street and the Bagg palatial residence on Fairfield avenue. Mr. Lederer was born in Saxony, Germany, and has been in the United States since five years of age, working at his trade several years in New York. He has taken his place in social and commercial circles and is highly esteemed for his many personal qualities.



3rd Lower Canal, Holyoke, Mass.



DINGLE BROOK, FROM BALL'S CORNER.



HAMILTON PARK.

CHARLES RHEAUME.

Among the neatest, most carefully conducted and best stocked grocery and meat markets in Ward Two is that of Charles Rheaume, 555 Summer street. The business has been established fourteen years and during this period Mr. Rheaume has borne a merited reputation for handling high grade goods, sold at the lowest possible prices and meeting all competition in any part of the city. Leading makes of flour, canned goods, eggs, butter, spices, etc., in fact all groceries to be found in an up-to-date store are here sold, while fresh and salt meats, pork, veal, lamb, fresh and salt fish and poultry can be had for the asking and cash. Mr. Rheaume has been in Holyoke twenty-seven years and was born in the Province of Quebec. He has a store to be proud of, has a steadily increasing trade and is a member of the Heptasophs and Artisans.

JOHN B. BEAUVAIS.

Notable in the handling of pure drugs and chemicals and having a reputation for reliability and painstaking methods is the modern pharmacy of John B. Beauvais, 67 Cabot street. The business has been established fifteen years and has steadily gained in prestige, popularity and patronage. In addition to drugs of highest grades, leading features are sick room supplies, toilet articles and preparations and the correct filling of physicians' prescriptions. Pure confectionery and

chocolates, fine cigars, post cards, etc., are also extensively dealt in and an up-to-date soda fountain operated. Two clerks are employed, one being Ernest E. Beauvais, a brother of the proprietor. Mr. Beauvais was born in St. Johns, P. Q., and came to Holyoke in 1886. He learned the druggist business and in time started in for himself. He has had a wide and varied experience in the drug trade and resides at the corner of Essex and Walnut streets, which he owns. In connection with the drug business Mr. Beauvais has shown much energy in other lines. He is the inventor of the Instantaneous Water Heater, a device which he worked on for three years. This is an automatic water heater and is the smallest in the world. It has been patented in five countries and there are now also pending three patents. This splendid invention of Mr. Beauvais is bound to become an indispensable household article and once placed on the market is sure to meet with great success. In this heater the device is so perfectly constructed that cold water is heated as quickly as it enters the heater. Everybody using hot water will have to be supplied with this heater. A prominent feature is that the heater can hold an inexhaustible supply of water. Mr. Beauvais not only invented this device but did all the mechanical work in making it. In the manufacture of the Instantaneous Water Heater Holyoke will be given an important industry.

J. H. FLEURY.

The finely stocked and loyally patronized store of J. Hermas Fleury, 578 Summer street, was established in January, 1908, by his brother, Albert C. Fleury, and in September, 1908, was bought out by him. Here can be found a full line of all staple and fancy groceries, eggs, butter, spices, farmers' produce and fruit. The store is also headquarters for



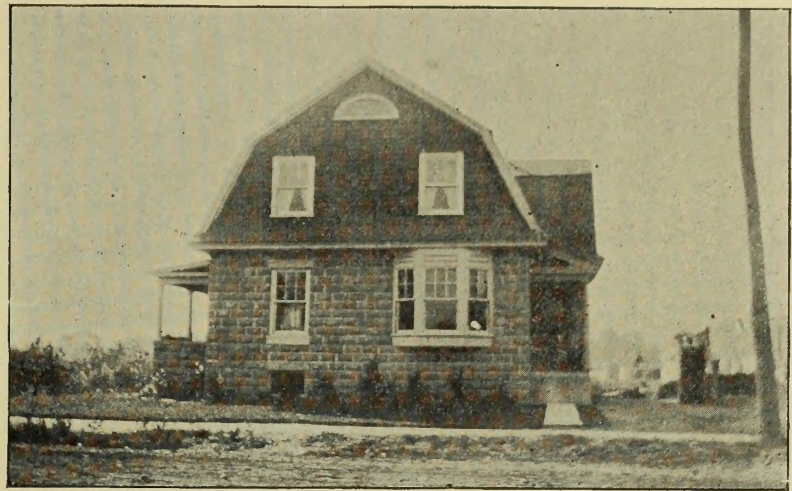
the best cuts of meats, Mr. Fleury being a meat cutter of years of experience. It is his aim to have and keep his grocery clean and sanitary at all times and it is a pleasure to come here to purchase. One clerk and one team are needed to fill orders. Mr. Fleury has greatly improved the service since he became proprietor and all signs point to an even greater volume of trade. He stands prominently with his French-American friends and has proven himself a merchant thoroughly active to his duties. Mr. Fleury is president of St. Jean Baptiste and vice-president of the Artisans.

CLINTON L. BARKER.

Holyoke's widely known and highly regarded general contractor and builder, Clinton L. Barker, with office and residence at 143 Brown avenue, is a native of Clayton, N. Y., and has been established in business five years. During this period of active service he has gained a reputation for commercial integrity, proficiency of operations and the careful carrying out of all contracts. Mr. Barker builds mostly in wood and has erected many handsome and modern residences, not only in Holyoke, but in South Hadley Falls and nearby towns. Such for instance as the following residences: For Thomas Begley, on Carlton street; H. Nevens, Hitchcock street; G. L. Gar-side, Hillside avenue; C. S. Roberts, Sargeant street; Charles Hennick, at South Hadley Falls and this summer a big tenement house at the latter town for M. L. Welcker. Mr. Barker employs from five to fifteen skilled carpenters and makes a specialty of jobbing and repairing. He has been in Holyoke since 1885 and has been an important factor in the upbuilding of our city. Mr. Barker is a member of the A. F. & A. M., I. O. O. F. and Rebekahs.

D. M. ALLISON.

The always popular, well stocked and largely patronized grocery of David M. Allison, 45 Vernon street, has been established fifteen years, and in the present block four years. Select lines of groceries, such as leading brands of flour, Nyasset canned goods, Massasoit coffee, breakfast cereals, spices, etc., are dealt in and the lowest possible prices prevail and satisfactory results are guaranteed on all goods purchased, the delivery system being prompt and accurate. One clerk is employed, the store is kept



CEMENT RESIDENCE AT 3 SHAWMUT AVE.,

Built by William Craven, one of the foremost cement block manufacturers in Western Massachusetts.

neat and clean, and all in all it is one of the most attractive places in all Holyoke to trade. Mr. Allison built this fine brick block, 20x50 feet, in 1906 and it is a credit to him and a monument to South Holyoke. The basement is devoted to heavy groceries, is very cool, is used for the storage of eggs, butter, cheese, etc. Mr. Allison was born in Broome, New York state, and for years worked at his trade as a designer. He is highly respected in our city, is affiliated with the A. O. U. W., and resides at 886 Main street

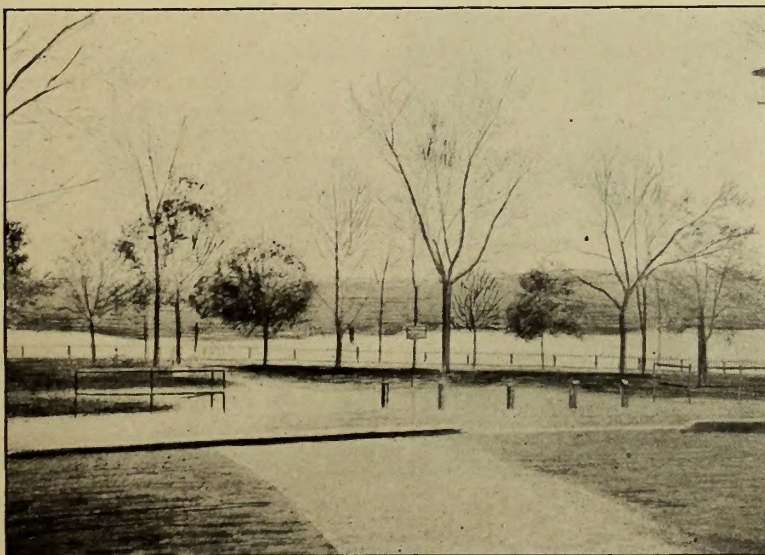
A. G. WASHINGTON.

All operations of importance in connection with the building trades in these advanced days of scientific construction must include plumbing and perfect sanitation. In fact plumbing is among the first considerations. Prominent among the most proficient sanitary plumbers of Holyoke

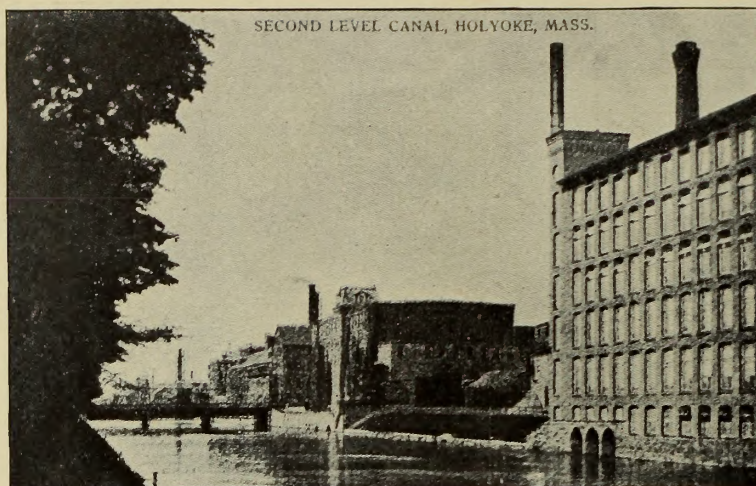
is A. G. Washington, with finely equipped salesrooms at 906 Hampden street. Mr. Washington has been established as at present seven years, ten years in all, and being thoroughly versed in all branches of plumbing and carrying out all work in the most modern and serviceable manner, has been very successful in business and attained as well an enviable reputation for reliability of service. From five to fifteen help are employed and many of the leading residences and blocks of our city have had installed by him the latest and best systems. He is agent for the Gable Ranges also for the Claff Furnace Company's warm furnaces. Mr. Washington is known as an expert master plumber and a business man of integrity and progressive methods.

I. W. DEAN.

Numbered among the most proficient house painters of Holyoke and having a reputation for excellence of service, is Isaac Watts Dean, of 87 Pleasant street. He has been established for himself ten years and for years previously worked for others, including his brother, W. T. Dean, of Maple street. Today he is better prepared than ever to meet all demands in his branches of work, which includes exterior and interior painting, and in Holyoke Mr. Dean is considered one of the most artistic painters of our city. Many of the best houses of our city, especially those in the Highland section, were done by him. He uses nearly exclusively Harrison Brothers' paint, a paint that has stood the test of years and weather. Mr. Dean was born in the picturesque town of Constableville, N. Y., and has been a resident of Holyoke since 1881. Mr. Dean is highly regarded by his many friends for his genial personality.



PROSPECT PARK, LOOKING EAST.



J. N. PREW.

In the purchase and sale of real estate it is always important to consult an agent of well recognized ability and thorough knowledge of the situation; that is the demands, values and future prospects. Such in Holyoke is J. N. Prew, the well known real estate dealer of 196 Maple street. Mr. Prew has had a long and varied experience in his lines of endeavor and devoted his time exclusively to them for forty years. He makes a specialty of selling desirable house lots and building blocks and during his long period of establishment has executed many deals in our city. He owns considerable real estate in desirable locations and will point out their strong points to interested parties. Mr. Prew cares for several properties on Main, Union, High, Elm and Fountain streets, besides at South Hadley Falls. In fact his interests are so many that he employs a plumber, carpenter and two paper hangers by the year. Mr. Prew came from the Province of Quebec when a boy, has made a success in life and fraternally is a member of the Elks.

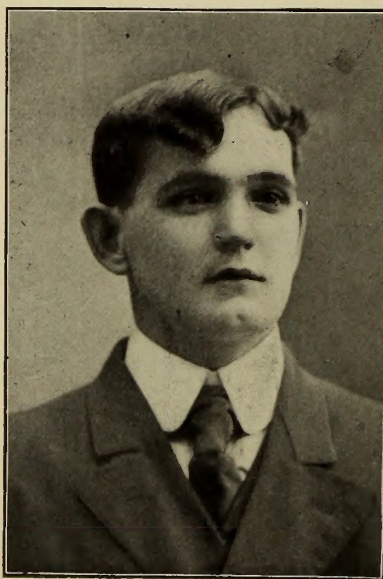
JOHN J. KEOUGH.

Unrivalled in proficiency of service and the execution of the finest and most artistic work known to the trade, is John J. Keough, carriage, automobile and sign painter, with shop at 7 Division street. Mr. Keough became established in business thirty-five years ago and has always made a specialty of high grade work, and does work for many of the leading citizens of Holyoke. He is a skilled letterer and ornamental painter, and his productions are marked by modern methods, originality of design and artistic execution. As a sign painter Mr. Keough's work can be seen on the fronts of many stores, comparing with the best to be seen anywhere. Many in town employ Mr. Keough altogether. Two capable

assistants are employed. Special mention should be made of his raised lettering as it is a feature seen seldom outside of the larger cities. Mr. Keough was born in the Province of Quebec, but has lived here since a child. He is regarded as an expert painter and business man of progressive ideas.

LORENZO D. ALLY.

Of great credit to Holyoke, spacious in area and heavily stocked with high grade goods, the widely known and largely patronized grocery and provision house of Lorenzo D. Ally, 98 Lyman street, stands unrivalled by any similar store in Ward One. The business was started four years ago and since then staple and fancy groceries of every description are handled, the famous Washburn-Crosby brands of flour, provisions

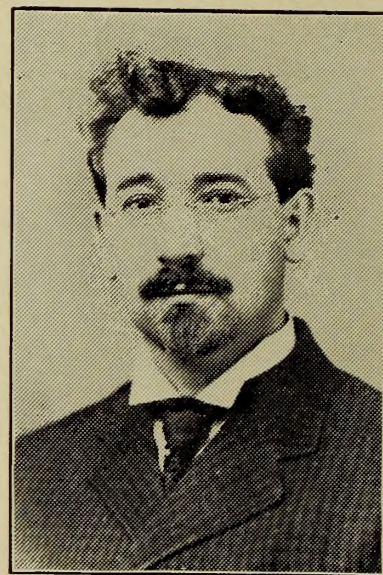


of standard packing, canned and bottled goods, choice teas, coffees, farm produce, fresh and salt meat, etc. Systematic low prices prevail, five clerks are employed

and two teams kept busy for a free delivery service. Lorenzo D. Ally came to Holyoke from the Province of Quebec sixteen years ago and for a time worked for the National Blank Book Company, afterwards for several years as a clerk for his brother Edmund, whom he bought out in 1906. Mr. Ally is considered a man of integrity and progressive methods and is a member of St. Jean Baptiste and Artisans.

GEORGE W. MESSIER.

The reliable jewelry and optical goods' store of George W. Messier, 311 Main street, has been under his progressive proprietorship for ten years and during this term he has borne a merited reputation for the handling of high grade goods, sold at moderate prices, steadfast reliability and absolutely fair dealing.



Repair work is promptly attended to with charges reasonable. As an oculist Mr. Messier has more than a local reputation for in the treating of the eyes he uses the latest instruments, coupled with the skill of an expert refractionist. A large line of cut glass, watches, clocks, chains, silverware is carried, including the very latest in charms, novelties, etc. He has one clerk and orders by mail or telephone receive prompt attention. Mr. Messier was born in Province of Quebec, Canada, and stands high among our French American citizens. He resides at 76 Cabot street and is a member of the School Committee.





CANONCHET PARK.

A. L. CODAIRE & CO.

Proficiency of service, careful attention to details and reasonable charges, have been marked features of the undertaking business of A. L. Codaire & Co., 290 Main street. The firm is better equipped than ever to meet all demands in the several branches of this important service, including embalming, funeral direction and the furnishing of all requirements. Mrs. J. J. Codaire is efficient and painstaking and during the fifteen years of establishment has given the best satisfaction while performing the last sad rites of the departed. A. L. Codaire was born in the Province of Quebec and for some time was engaged in other pursuits here. He is a member of the Artisans and St. Jean Baptiste. Both Mr. and Mrs. Codaire are highly esteemed, especially among their many French-American friends.

LEON W. BLISS.

During the establishment in the real estate and contracting business of Leon W. Bliss, 82 Westfield road, he has always borne an enviable reputation for reliability of service and prompt fulfilling of all contracts. Many modern and handsome houses have been built in the Elmwood section, especially on Hillside avenue. These cottages are erected from designs carefully thought out and make ideal homes for the business man or clerk on a small income. They are fitted up with all the latest improvements, are carefully put together and sell at a price

within the reach of the average wage earner. Although established but two years, Mr. Bliss has built twenty tenements for himself. He employs from twelve to fifteen skilled carpenters. Mr. Bliss was born in South Hadley Falls and always resided there until coming to Holyoke. Mr. Bliss is affiliated with the Turn Verein, Hermann's Sons and Harmonie Aide Society and is also a member of the Eagles and Red Men. He also runs a fine grocery store in the rear of his house which is largely patronized. He has taken an active part in politics and public affairs and his popularity is attested by the fact that this year he completed eight successive years as alderman from Ward Three and alderman-at-large.

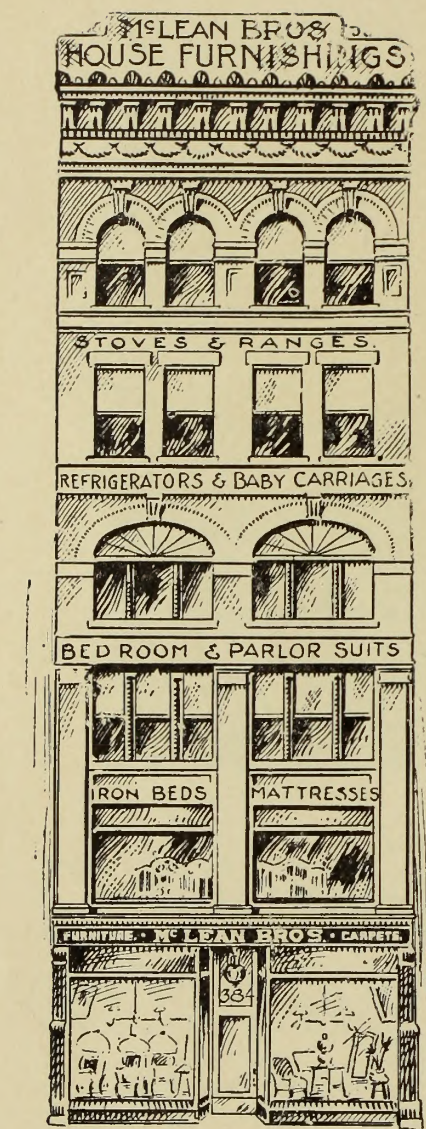
LOUIS J. MAIGRET.

Known for the purity of drugs and chemicals carried and reliability of prescription service, the pharmacy of Louis J. Maigret, 290 Park street, not only is doing a large volume of business, but is steadily gaining in prestige and patronage. Mr. Maigret has been in business for himself since last October and previously had several years' experience. Select lines of general druggists' supplies are kept, sick room requisites, family remedies, toilet preparations and articles of varied description with prices always moderate. A special feature is the filling of physicians' prescriptions, pure ingredients only being used. Pure candies and leading makes of chocolates are kept

and a fine modern soda fountain operated. Mr. Maigret was born in the Province of Quebec and came to Holyoke in 1899. He requires the services of one experienced clerk, is held in high personal esteem, resides at 226 Main street and is a member of Joliette Court, F. of A.

CHARLES S. DAVIS.

The extensive milk business of Charles S. Davis, located at 61 Lincoln street, was established in 1879. During this long period of time he has been very successful and today stands unrivalled for reliability in the serving of milk to his patrons. The milk is of the highest grade, strictly pure, a fact made apparent when one recognizes Mr. Davis seldom loses a customer and handles 600 quarts daily. All milk and cream are obtained from farmers in Northampton and Amherst, Mr. Davis personally seeing that the dairies are clean and sanitary. Mr. Davis was no novice in this line when he came to Holyoke for he carried on the same business in Hartford. Mention should be made of the cream business which is very extensive and which he gives his personal attention, selling much to ice cream dealers. Most of the cream comes from Springfield. Mr. Davis also conducts a boarding stable and has generally six horses to care for. Mr. Davis was born in Northampton and in religious matters is a conscientious member and active worker in the First Methodist Episcopal Church.



MCLEAN BROTHERS.

Mammoth in area, stocked to repletion and doing a large annual volume of business, the modern metropolitan house furniture goods store of the McLean Brothers, 384 High street, stands among the foremost similar stores in Hampden County and occupies floor space, 26x80 feet, six stories and a basement. The story of this great store, with its immense array of high grade furniture and house furnishings, and of the McLean Brothers' rise to success is interesting and important as twenty years ago they started in a very small way, gradually increased their list of customers and eight years ago were compelled to build this handsome block of which they are the owners. To enumerate all the goods carried in stock would require pages, but suffice to say here can be found everything that is desirable and reliable, useful and or-

namental in household effects—furniture of all kinds and for all purposes, stoves and ranges, beds and bedding, kitchen utensils, fashionable rugs and carpets, oil cloths, mattings, china, crockery, pictures, frames, etc. McLean Brothers are sole agents for the famous Glenwood Range and sell large numbers throughout the city and surrounding towns. Ten help are required and two delivery teams kept in service. Messrs. Hugh and P. J. McLean are self-made, successful business men who have gained their success by strict principles of integrity, generosity in serving the people and progressive methods.

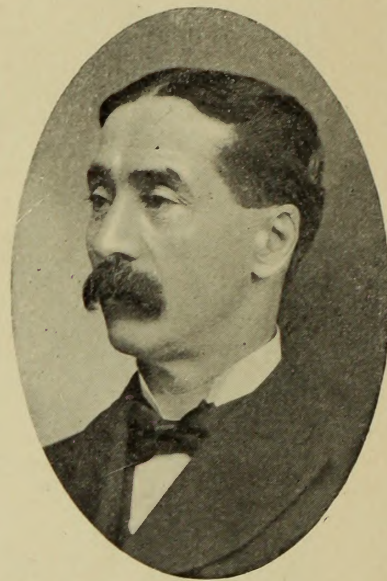
RICHARDSON'S STUDIO.

William P. Richardson, Holyoke's widely and favorably known artist photographer, with modern and well equipped studio at 291 High street, is a native of Tolland and has been established in business here six years. Attaining prominent success and an enviable reputation for excellence of service, the studio has continued to gain in popularity and patronage. Photography in all its branches is executed in the most satisfactory manner, special features being enlargements, group portraiture and platinum work. A competent assistant is employed. Mr. Richardson has had fifty-five years' experience in this pleasing work, thirty-four years in this section of the country. During the Civil War he had four brothers who fought for the North and during the winter of 1861-62 was in Washington as a nurse in the hospital, one of his brothers having been wounded. Several times he was at the White House and on more than one occasion saw President Lincoln going to receptions. He had thus the pleasure of being one of the few in this part of the state who ever saw our martyred president. Mr. Richardson is highly regarded for his many sterling qualities as a citizen and is a member of the A. F. & A. M. and Knights of Honor. He resides at Easthampton.

A. F. GINGRAS.

The undertaking warehouses of A. F. Gingras, 47-49 High street, are among the finest in this part of the state. The furnishings are elaborate and he carries a complete line of funeral supplies. The office is open day and night, and undertaking, embalming and general funeral direction are executed in the most painstaking and satisfactory manner, with charges always reasonable. He has been established as an undertaker the longest of any in the city and is known far and wide for his proficiency and courteousness. For forty-

two years has Mr. Gingras been at his vocation and during that time has in several instances buried three generations of the same family. In connection he conducts a first-class livery stable and has for rent first-class hacks



and a hearse. He owns and built his own premises, 105x90 feet, and has every facility necessary. His stable, in fact everything is kept in the pink of condition. Five help are required. Mr. Gingras was born in the Province of Quebec and was one of the first from that fair province to send her sons to Holyoke, coming here in 1868. He has certainly succeeded in business, resides at 47 High street and is a member of St. Jean Baptiste and a director of the City Co-operative bank.

THE PARK NATIONAL BANK OF HOLYOKE.

Numbered among the leading and most carefully conducted financial institutions of Hampden County is the Park National Bank of Holyoke, occupying modern and adequate quarters at 354 High street. The bank was organized February 20, 1892, and opened for business March 8, 1892, capital, \$100,000; surplus, \$50,000. The officers and directors are S. A. Mahoney, president; George W. Parker, cashier and W. H. Brooks, George A. Munn and Fred G. Allen, directors. A general banking business is done and the accounts of individuals or firms are solicited with the assurance that all patrons, large or small depositors, will be granted every favor and courtesy possible. The bank is amply protected against fire and burglary by every modern device and safeguard. The officials and directors are well-known business men held in high personal and commercial esteem. The report of the condition of the bank at the close of business, June 30, 1910, was very gratifying.

SMITH'S BAKERY.

Among the many noticeable features this summer was the transferring of the bakery of George J. Smith, from 186 High street to its present spacious quarters in the Phoenix Building, 600 Dwight street corner of Maple. Mr. Smith has been in business for seven years in Holyoke and on June 16 he opened in the new quarters. Smith's unrivalled bread, fine cake and delicious pastry has placed this bakery on a sphere of its own, so that many of our most discriminating people patronize it exclusively. A sales-room is maintained in front and besides is a lunch counter where coffee, tea and cold meats are served. The bakery has all sanitary arrangements for perfect ventilation and cleanliness, and the ingredients used are of the best quality. The rooms are finished in golden oak and the walls are terra cotta color, which with plenty of mirror surface and lots of light makes it very attractive. Four help are required. Mr. Smith was born in Scotland and came to this country when a youth. He is a member of the I. O. O. F. On account of Mr. Smith's ill health, the management of the bakery falls on Mrs. Smith, a capable and businesslike woman who understands the business in all its details.

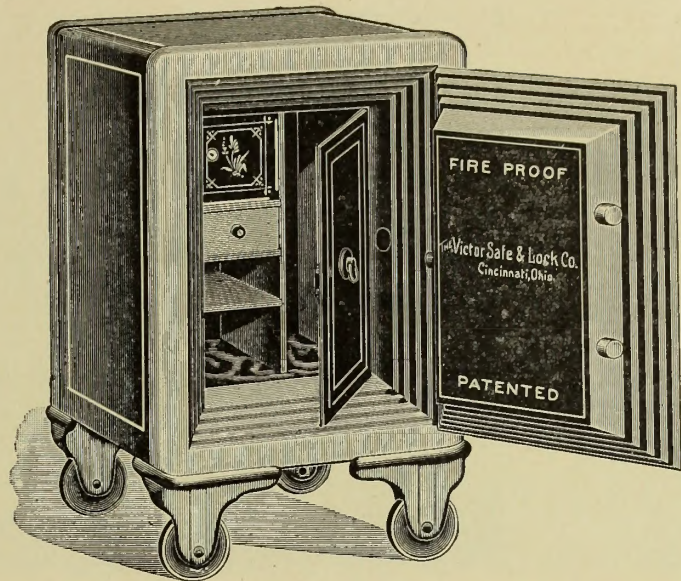
DESMARIS DRUG CO., INC.

Among the leading and finest stocked pharmacies of Holyoke and second to none in excellence, is that of Desmaris Drug Company, Inc., 108 High street. This popular and largely patronized drug store has been established since 1888, and has always met all requirements of the public and gained a reputation for the carrying of pure drugs and chemicals, and all druggists' supplies of the highest quality, sold at moderate



A. J. N. DESMARIS.

prices. Special features are the filling of physicians' prescriptions, the carrying of large and select lines of toilet goods and preparations, family remedies, fishing tackle, cigars and druggist sundries in



FRANK I. RACKLIFFE.

Modern in methods, expert in operations and unrivalled in reliability of service, Frank I. Rackliffe, 219 High street, is regarded as one of the leading locksmiths of this section of the state. He was first established in business two years ago on Hampden street and later came to his present location. Locks are repaired, keys fitted, saws recut and filed, skates sharpened, etc. Mr. Rackliffe is also agent for Morris Irelands & Co., of Boston, of the

profusion. A modern soda fountain is operated and all the cool drinks of the day dispensed. Three clerks are necessary at all times. Arthur J. N. Desmaris is a registered pharmacist and came from his native Province of Quebec to Vermont in 1870 and here in 1877, and since a lad has been connected with drugs. He is a member of the Red Men and St. Jean Baptiste and is a leader socially among his French-American friends. The concern was incorporated January 12, 1909, and is officered by Pierre Desmaris, president, and A. J. N. Desmaris, treasurer.

A. RAYNER.

There are several interesting features to be found in Holyoke, and among them must be mentioned the modern and model pork and delicatessen store of A. Rayner, 471 High street. The business was established in September, 1908, and has proven very successful, the patronage steadily increasing as the people come more and more to know of the good things obtained here. They include delicious tea biscuits, home made pastry, rolls, sausages, pork, pies, salads of various kinds, and many English delicacies rarely met with in New England. Mr. Rayner is also a dealer in English and

Hall Patent, Victor, Syracuse, Barnes and Alpine safes. He keeps on hand all kinds of keys. The shop has every facility and improved machinery for rapid and thorough work and all orders are executed promptly and with results satisfactory. Mr. Rackliffe was born in New York City but since a child has resided in Holyoke. He is a member of Co. D, Second Massachusetts Regiment, and is regarded as an expert locksmith and a business man of ability and enterprise.

Scotch hams, bacons and also does a small wholesale business. On Friday a specialty is fried fish done in a style to soothe and satisfy the palate. Three competent assistants are employed. Mr. Rayner was born in Yorkshire, England, and worked before coming here in Lawrence, Mass. He is to be highly complimented for his progressive effort since coming to Holyoke and fraternally is a member of the Sons of St. George, I. O. O. F., and a trades union. Mr. Rayner resides at 1372 Dwight street.

HUMPHREY, THE FLORIST.

Catering to the trade of discriminating people in the handling of the finest specimens of cut flowers is the finely equipped store of Humphrey, the florist, 466 Dwight street. The business was established twenty years ago and since 1900 has been under the capable management of Mrs. C. N. Currier. Fine cut flowers of all kinds are kept and sold at reasonable prices, also potted flowering plants, beautiful ferns, etc. Floral emblems of artistic design, memorials for funerals and floral displays for weddings are made to order at short notice, and guaranteed to prove satisfactory. Two help are required. Mrs. Currier has had a varied and active experience in practical work as a florist and is known as a business woman of ability and enterprise.



ELMWOOD PARK, LOOKING NORTH.

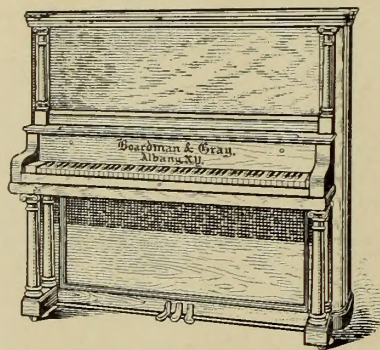
THOMAS J. O'KEEFE.

Prominent among the leading and most extensively operating painters and paper hangers of Holyoke, and second to none in proficiency is Thomas J. O'Keefe, located at 913 Hampden street. The business has been established two years and has steadily gained, the last season being the banner year. Both interior and exterior painting of every description is done in the most modern and satisfactory manner, including decorating, kalsomining, graining, etc., also high grade paper hanging. In stock are kept medium grades and fashionable wall paper, mixed paints, oils, varnishes, etc., of standard manufacture. Mr. O'Keefe has been a resident of Holyoke for fifty years, is held in high esteem, resides at 118 Nonotuck street, and is a member of Mt. Holyoke Lodge, No. 159, A. O. U. W.

J. G. HEIDNER.

Prominent among the leading piano and sewing machine dealers of Hampden County, and unrivalled in the hand-

ling of the finest makes is J. G. Heidner with sales room at 412 High street and residence at 31 Washington avenue. Among the world celebrated and finest-toned piano dealt in by Mr. Heidner are the Boardman & Gray, Hughes & Son,

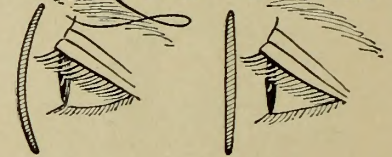


Becker Brothers, Bailey and many others. Here also can be seen standard rotary and vibrating machines, small musical instruments such as violins,

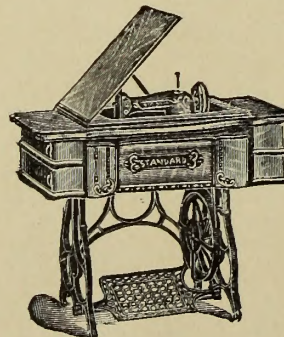
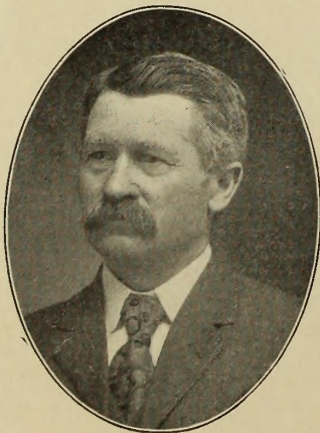
running machine never was made. By Mr. Heidner's terms it is very easy to secure a first-class instrument or machine without the cost becoming a burden. He is the oldest established piano dealer in Holyoke, thirty years in all, and came to Holyoke when a young man from his native town in New York state. Mr. Heidner has during these years built up a merited reputation for reliability and integrity in all matters pertaining to his business. He is a member of the K. of P.

J. N. CHAPMAN.

If things look blurred or you are obliged to squint when reading, or have headaches, this is a sign your eyes need attention. Even though you already wear glasses, they may not be suited to your vision and a reputable and experienced optician should be consulted, not a mere salesman of op-

NEW TORIC LENS OLD STYLE

tical goods. J. N. Chapman, located in rooms 409-10 Smith Building, 270 High street, is an optician who will gladly attend to your wants, and though established as late as the first of the year has picked up a large and steadily increasing patronage. All modern and scientific methods for treating the eyesight are in service and consultations and examination are given free of charge. Mr. Chapman is agent for the Kryptok, bifocal glasses with light, solid lenses, unbroken surfaces and no clouding. They are considered today the acme of perfection, the delight of



mandolins and guitars. He has furnished drum corps and orchestras with outfits. Mr. Heidner is sole agent for the Standard sewing machine. A smoother

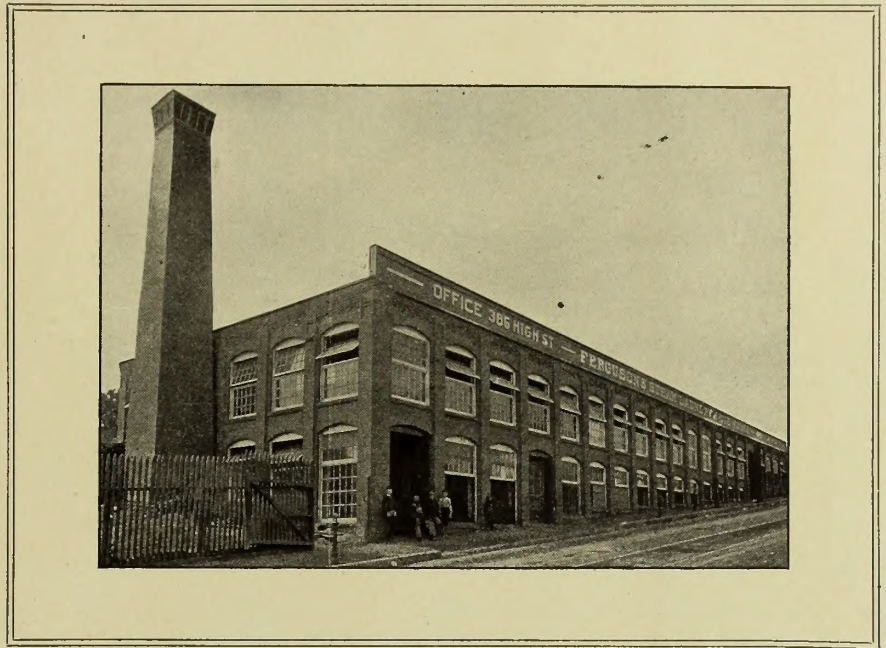
the short and near sighted. Mr. Chapman was born in Glens Falls, N. Y., and has been in Holyoke since 1906. He took the regular course in Boston and also had local experience with an optician. Mr. Chapman has certainly made good during the short term of his establishment. The cut shows the toric lens, one of Mr. Chapman's specialties.

JOHANNIS PAINT AND WALL PAPER STORE.

The old reliable and reputable painting, decorating and paper hanging firm, known as Johannis, 16 Suffolk street, is one of the oldest established in the city, and came under the proprietorship of Morris W. Thieme two years ago. Both interior and exterior house painting is done in the most modern and satisfactory manner, also paper hanging and a specialty made of interior decoration of the most artistic and fashionable conception. Many of the finest residences in the city have been painted and decorated by this concern. Several hundred different patterns in wall paper and decorations are carried in stock, embracing medium and high grades and also all that is novel and stylish. Ready mixed paints, oils, varnishes, glass, artists' materials, etc., are kept in stock, besides being agents for metal ceilings. This firm is the Holyoke agent for the unrivalled Sherwin-Williams Paints. From six to twenty-five help is employed. Mr. Thieme for years carried on the same business in Springfield, and has proven himself a noble acquisition to Holyoke business circles. He was born in South Hadley Falls, resides at 220 Walnut street and is a member of the Master Painters' Association.

J. E. PROWLER.

Holyoke's widely known artist photographer, J. E. Prowler, successor to E. R. Taft & Co., 343 High street, has been established three years and is now one of the leaders in his profession in the city. This studio is equipped with all improved apparatus and every facility for rapid and perfect production in high grade photography. Photography in all its branches is executed in the most artistic and satisfactory manner, special features being sepia work, children's work, group portraiture, platinum and panorama work, the latter doing considerably for the Masons and Elks. Mr. Prowler was born in Austria and came to the United States as a boy, spending ten years in Springfield. He has had much previous experience and for a time was with Paul Meenes on High street. Mr. Prowler is highly esteemed as a citizen and is a member of the A. F. and A. M., I. O. O. F. and Red Men, and resides at 238 Maple street.



FERGUSON'S STEAM LAUNDRY AND DYE WORKS.

The laundries of Massachusetts are many and varied, and just as varied in results obtained as in equipment and volume of business. Ferguson's Laundry, with spacious and modern plant, at 624 Hampden street, is distinctive from the vast majority of others, in that it not only caters to the highest class trade but gets it and meets all demands in the most satisfactory manner. Particular people are its patrons, people who are critical and insist upon the finest possible work, and to retain their patronage such work must be performed. That this is so is proven by the great success of Ferguson's, and today he has one of the largest and best equipped laundries in the state and a business second to none in our city. It is the result of capable management, progressive methods and superiority of work,—another illustration that merit wins. All washings are done under strict conditions of cleanliness and perfect sanitation, and in service has every up-to-date facility for correct execution. Fine laundering, wet washing and family washing are all done, while all shirts

are ironed by hand. The system of handling laundry work is so perfected that annoying mistakes are avoided and accurate and prompt delivery is assured.

At this establishment all branches of high grade dyeing and cleansing are executed in the most modern and satisfactory manner. Special features are cleansing laces, gloves, etc., dyeing or cleansing dresses without taking apart or ripping, finest French dry cleansing and winter garments cleansed, etc. Only the finest chemicals are used and all work is done in a thorough manner and re-finished properly.

Archibald Ferguson, proprietor of this enterprise, is a native of the manufacturing city of Paisley, Scotland, a country which has produced the ablest of finance, steamship and railroad kings of the United States. He came to Holyoke in 1884, and for a time worked as a dyer and became established in 1900. He has prospered, has a plant 175x50 feet, two stories, requires the services of forty help and five teams and his enterprise is growing yearly. He has, as a partner, his son, Archibald Ferguson, Jr. Mr. Ferguson resides in Elmwood, and is a member of Mt. Tom Lodge, A. F. & A. M., and Clan McLaren.

H. I. LOWELL.

A leading carriage builder and repairer of Holyoke and certainly the leader in Elmwood is Harry I. Lowell with workshop at 447 Northampton street and residence at 20 Gilman street. The stand in which Mr. Lowell does business has been in continuous operation as a carriage shop for seventy years. Mr. Lowell has been established in business thirteen years and during that time has done some of the best work ever turned out

in the city. His carriages are known not only for their durability and artistic workmanship but as well for their lowness in cost. Mr. Lowell carries on a large carriage and sign painting business and many of the most attractive signs and handsome carriages were painted by him. He personally supervises all jobs and sees that no work leaves his shop until it has passed his critical eye. Mr. Lowell was born in Saco, Me., a town which has turned out many of Massachusetts business men. He employs two help, is highly spoken of in Holyoke and is a member of the A. O. U. W.



CHIEF ENGINEER JOHN T. LYNCH,
Of the Holyoke Fire Department.

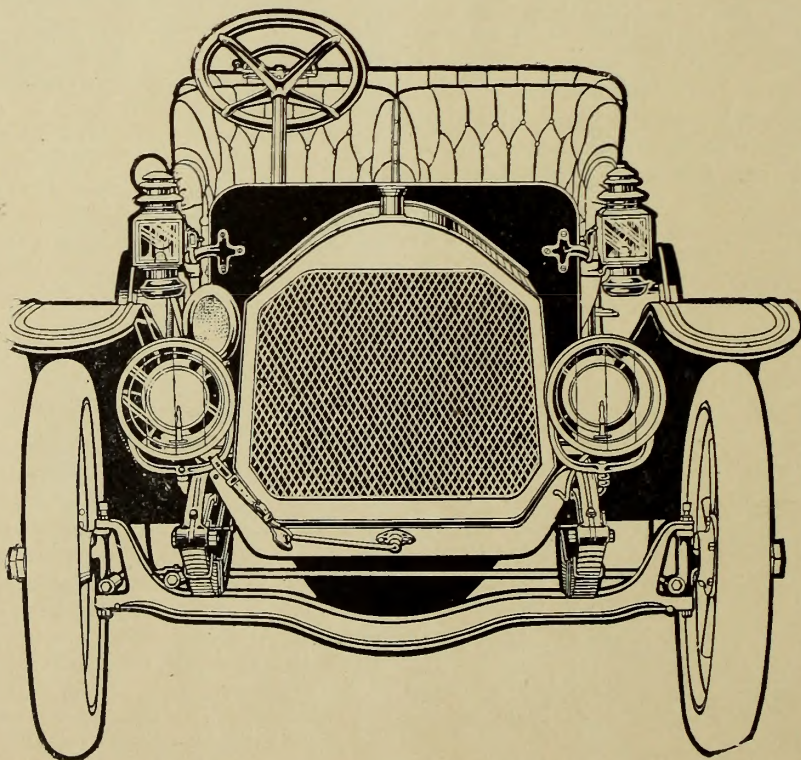
ENGEL'S GARAGE.

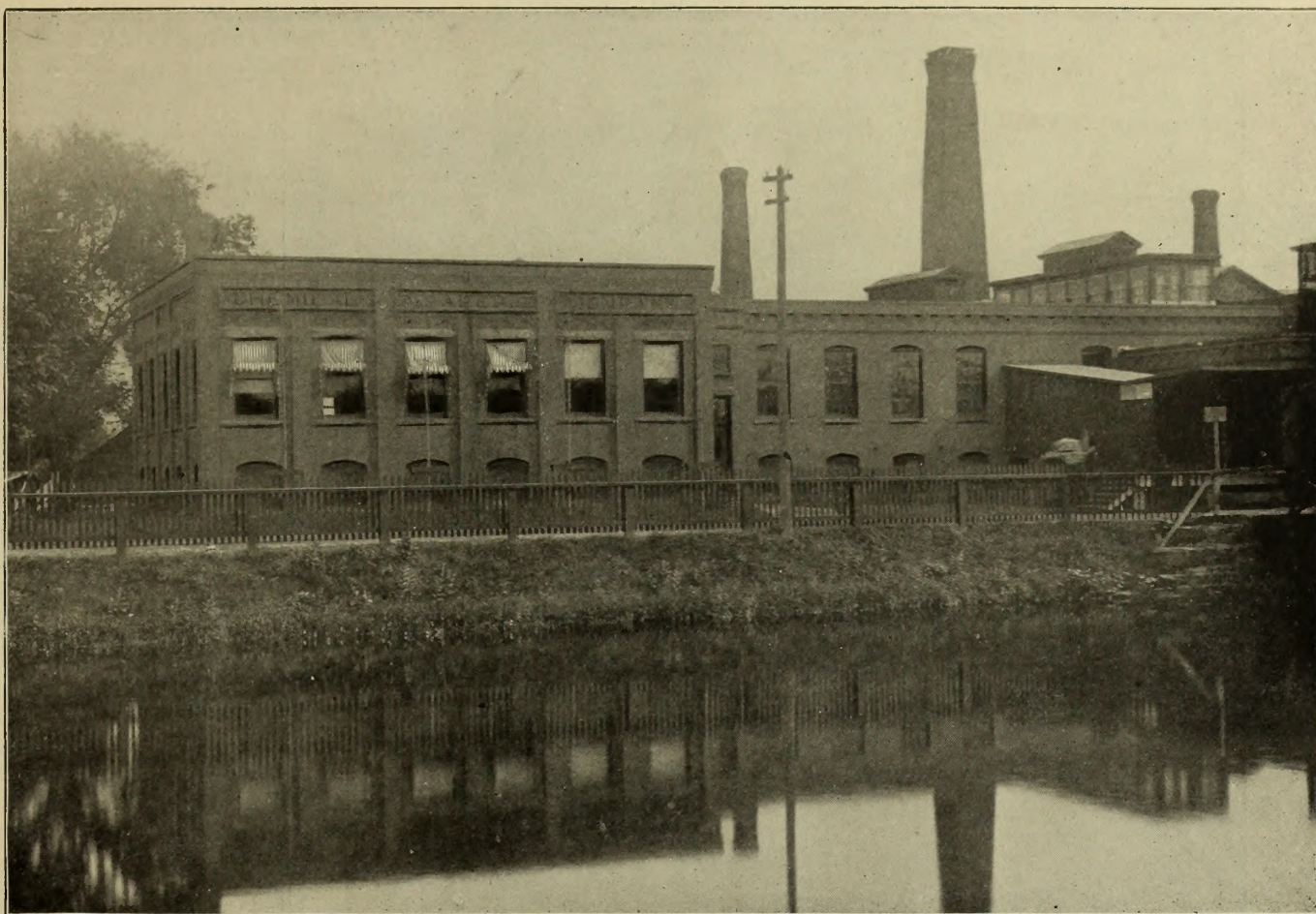
Automobilists are always assured of first-class service, including skilled repair work at the garage of William Engel, 24 Suffolk street. The garage has a capacity of nine cars and is equipped with every facility for auto overhauling, cleaning and repairing. Machines are thoroughly understood and handled by Mr. Engel. Supplies of all kinds are kept on hand, gasoline, tires, etc. Breakdowns are promptly attended to, and all troubles overcome in the quickest possible time. Though Mr. Engel started in for himself as late as February last, he is no novice, for he had seven years' experience in this line in his native city of Holyoke. Business has been exceptionally good and from three to six skilled workmen are employed. Mr. Engel has a host of friends about town, has made a business for himself of which he should be proud, and has a high standing with automobilists.

P. J. CRAY.

It is said by those in a position to know that P. J. Cray of 676 East street stands among the foremost manufacturers of temperance beverages in New England, and the products are admittedly unrivalled anywhere in purity,

flavor, strength and healthful qualities. They are the results of years' experience, coupled with expert knowledge, pure water, combined with high grade ingredients, and the important fact that they are manufactured under strict conditions of cleanliness. In addition to their famed Cataract ginger ale, soda water and various tonics, carbonated water is manufactured and leading mineral waters are bottled. In the manufacture of the carbonated goods, pure spring water obtained from the bowels of the earth is used. Mr. Cray is also a dealer in natural carbonic acid gas in tubes, and when required portable fountains are charged. The large daily output is consumed locally in Holyoke and all surrounding towns. Five help and three teams are necessary adjuncts to this important business. Mr. Cray has had an interesting and varied career. Born in the Emerald Isle, he came to this country when a lad and has faithfully fought life's battles. For a time he lived in Scranton, Pa., and for a number of years was engaged in the granite business in Quincy, Mass. He is an enthusiastic admirer of the great American game, and for a time served with distinction and credit as an umpire in the New England League. He bought out this business in 1902, has added materially to its output and is a member of the N. E. O. P., Red Men, Eagles and A. O. H. He is ably assisted at the Springs by his son, Frank J. Cray.





CHEMICAL PAPER COMPANY. ARCHITECT W. B. REID.

VICTOR E. MENARD.

The remarkable development of the automobile and rapid increase in its use, has given rise to the distinct and necessary business of repairing and overhauling tires. Prominent in this line in Western Massachusetts and second to none in reliability and proficiency of service is Victor E. Menard, with modern and adequately equipped repair shop at 492 Dwight street. The business was established six years ago and during this time it has steadily increased in volume. All necessary and improved machinery and every facility for prompt and satisfactory repair work is in service, and five skilled men employed, including experts familiar with all American and foreign makes of tires. A great specialty is vulcanizing tubes and recovering casings, while bicycle and carriage tire repairing are important features, including the recovering of outer shoes. A feature of the vulcanizing is that every repair made has his trademark in the new rubber thus ensuring a guarantee that is worth something more than verbal. A special machine is in service for putting on solid rubber tires on carriages and hacks. Supplies of all kinds are kept

in stock, new tires and tubes sold, etc. The Seamless Rubber Company, of New Haven, appointed in the spring Mr. Menard their agent for the Bragg Stitched Tires and Kantleek Inner Tubes, the merits of which will be shown to all interested. Mr. Menard was born in the Province of Quebec and for twelve years in this country was in the drug business. He was with the Fisk Rubber Company in Chicopee Falls four years and had a thorough understanding of the automobile tires before he became established. Mr. Menard is considered a business man of energy, integrity and progressive methods, and is a member of the Artisans, Red Men and F. of A.

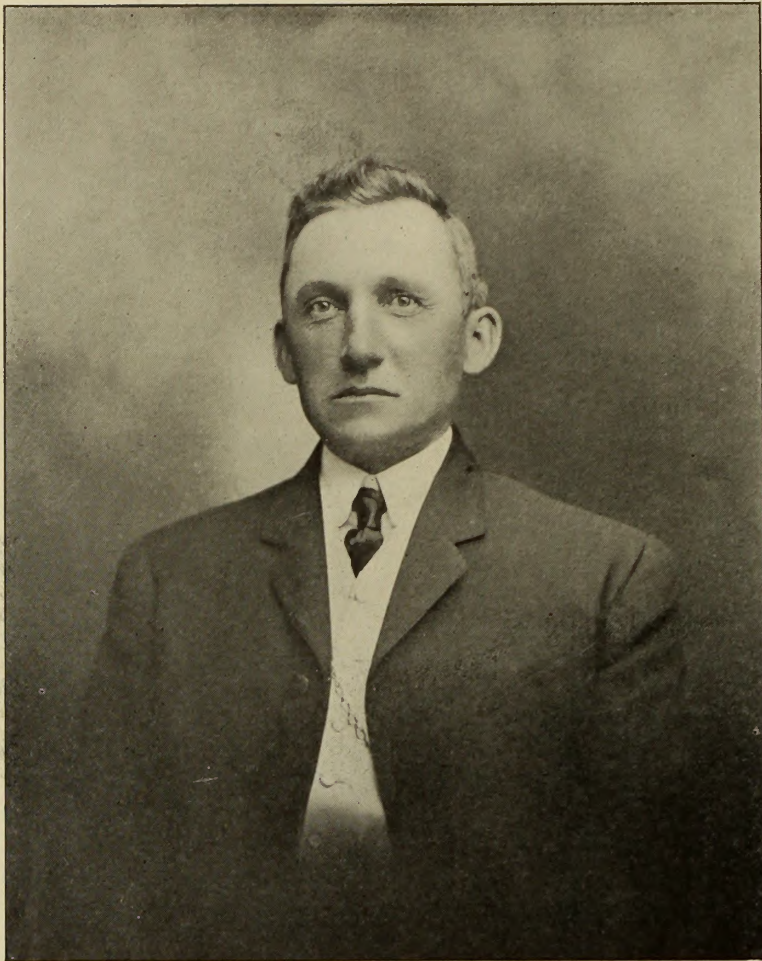
GLEASON'S WET WASH LAUNDRY.

A great factor in emancipating women from the drudgery and toil of the wash tub has been the wet wash system, now so popular in all cities. The latest exponent of this system is E. J. Gleason, of 174 Brown avenue, who became established May 1st. This business is growing steadily showing a greater volume each week and is giving the best of satisfaction. The week's washing is called for, thoroughly cleansed by the new process and returned when promised, all for the modest sum of fifty cents per basket, and all troubles and backaches avoided. Four washing machines and

an extractor are operated and all work done under strict conditions of cleanliness. Two teams are kept in service. This is a new plant, built by Mr. Gleason purposely as a laundry. Mr. Gleason is a Holyoke boy and one who, always living here, has a large circle of friends in our city and is bound to succeed in his new enterprise.

H. F. HASKELL.

A store which is headquarters for electrical work and supplies is that of H. F. Haskell, located at 280 High street. Established eighteen years ago, this store has gained an enviable reputation for reliability of service and the carrying of the highest grade goods, sold at reasonable prices. Gas and electric fixtures of every description are kept. Gas and electric fixtures are installed, incandescent work, bell work, burglar alarm, annunciators, and watchman's clocks installed, while speaking tube work is also an important feature. He handles as an important specialty as a representative in Holyoke, the motors of the General Electric Company. Several competent help are employed. Mr. Haskell was born in Washington, D. C., and was brought up in the old town of Conway, Mass. He has lived in Holyoke for twenty-eight years and is thoroughly experienced in his work and highly regarded. Mr. Haskell resides at 51 Taylor street, and is a member of the Second Baptist Church.



A. D. DUROCHER.

A. D. DUROCHER.

Numerous among the most successful and enterprising grocery and provision merchants of our city is A. D. Durocher, with stores at 49 Cabot street and 415 Maple street. He became established on Cabot street twenty-eight years ago, and in 1905 opened the branch on Maple street. High grade staple and fancy groceries of every description are carried, standard brands of canned goods, select teas and coffees, table delicacies, prime meats and provisions of quality, fish, oysters, etc., all in strict requirement of the pure food laws. Mr. Durocher has the credit of having two of

DESROCHERS BROTHERS.

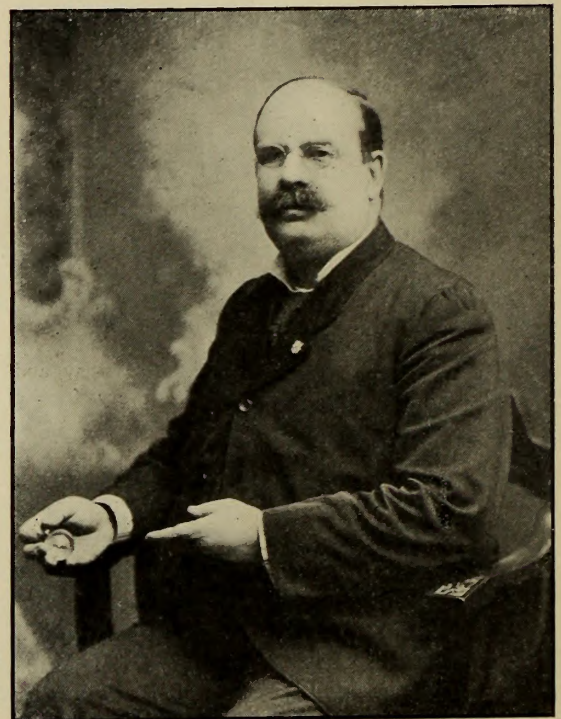
An interesting store to visit and one which has increased its list of customers year by year is that of the Desrochers Brothers, J. L. Desrochers, proprietor, 277 Main street. He keeps in stock a vast assortment of stationery, Bibles, paper of all kinds, such as decorated and plain crepe paper, wallets, perfumery and knick knacks in profusion. A specialty is made of picture framing and framed pictures mostly of a religious nature. Here also can be found, rosaries, large pictures, medals, scapularies,

the best stores in our city, kept in the most cleanly condition, his goods artistically displayed, his clerks courteous and service prompt and accurate. In fact business has so increased that eleven clerks and four teams are necessary. Mr. Durocher was born in Farnham, Eastern Township, P. Q., and came to Holyoke as a boy. His father was very prominent in years gone by in Canada and was one who by vote and voice urged on all good Canadian measures. Mr. Durocher takes a deep interest in Holyoke city affairs, is a director of the City Co-operative Bank and fraternally is a member of St. Jean Baptiste and Artisans.

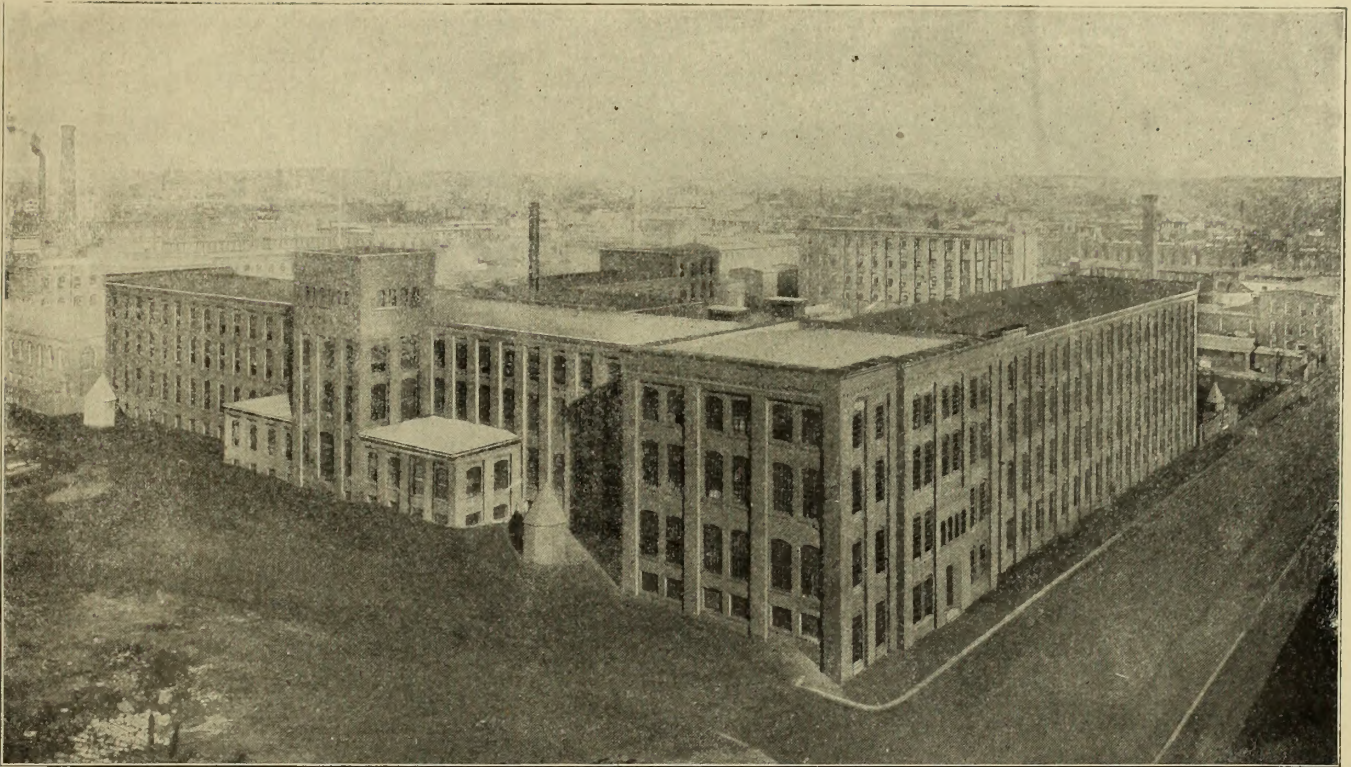
ordos, breviaries, Roman collars, rabbits, beeswax candles, stearic acid candles, artificial charcoal, incense, sanctuary oil, wax tapers, eight day tapers, sanctuary lamps, statuary, etc., and prayer books in English, French, German and Polish. His store is full of notions and is the center for those desirous of purchasing goods in his line. Mr. Desrochers was born in the Province of Quebec and has been a resident of Holyoke for fifteen years, being established in business since 1896. He is a member of the Artisans, resides at 822 Dwight street, and is popular especially among his many French American friends.

FRANCO-AMERICAN CO-OPERATIVE ASSOCIATION.

Metropolitan in equipment, modern in methods and heavily stocked with high grade goods sold at systematic moderate prices, the notably successful grocery and provision store of the Franco-American Co-operative Association, corner of Ely and North Bridge streets, is classed among the foremost similar concerns in Holyoke, and decidedly meets all competition in all respects in any section of the city. The business was established in May, 1909, and the officers are Ernest Keable, president; D. Blain, vice-president, and Napoleon Foucher, secretary and treasurer, the efficient manager being C. H. Coderre. Leading features of the business are the extensive handling of high class staple and fancy groceries, leading brands of flour, the finest of fresh and cured meats, table delicacies, canned goods, farm and dairy produce, teas, coffees and fruits. Heavy groceries such as molasses, vinegar and oil are also sold. The store throughout is perfect as to cleanliness. This is purely a French-American project carried on in a similar way to the great English co-operative stores. The shares were put low thus allowing the wage earner to stand on the same footing as the wealthy, and only so many shares could be owned by one person. In has been, under Mr. Coderre's management, a decided success and last year declared a dividend of forty per cent. Mr. Coderre has been in Holyoke for forty-two years and during that time has held several responsible positions. His experience as bookkeeper gained for him an inside knowledge which now comes in in good stead. The officers and stockholders are to be congratulated upon for this innovation which has proven so successful in the Paper City.



C. H. Coderre



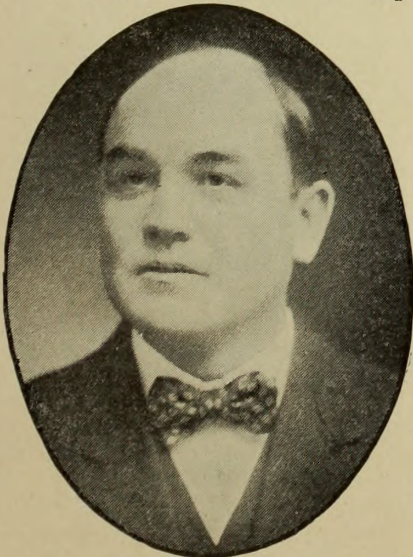
AMERICAN WRITING PAPER CO., LINDEN PAPER CO. DIV., HOLYOKE, MASS.
13 tons daily capacity. Manufacturing High Bond—Linen and Ledger Papers.

INGLIS & OLIVER.

Notable for its cleanliness, high grade productions and general excellence of service, is the largely patronized home special bakery goods sold at retail. Fine home made bread, cake and pastry are baked fresh daily and sold in the sales-room and delivered by team. The spacious bakery is perfect as to cleanliness and sanitation and in service is every modern facility for rapid and correct bakery of Inglis and Oliver, 408 High

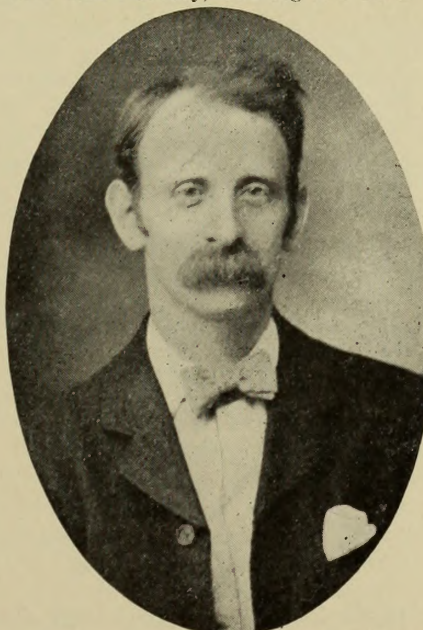
production. Great specialties here are Scotch scones, mutton pies and oat cakes, while their birthday, wedding and Chris-

shire. Since coming to this country they worked for bakers here and elsewhere and have always gained a name for their excellence in preparing toothsome bits. They have not only gained commercial success, but the esteem of all in our city and are regarded as business men of enterprise and sagacity.



ROBERT INGLIS.

street. Established two years, it has steadily gained in popularity and patronage, and stands today unrivalled for its



ROBERT OLIVER.

tening cakes, ornamented and decorated when requested, are especial features. Help to the number of seven is employed. Robert Oliver is a practical baker and learned his trade in his native country of Scotland, where one has to serve a severe apprenticeship. Robert Inglis was born in Moffat, Dumfrireshire and Mr. Oliver in Hawick, Roxsburg-

LEON CORBIERE.

The spacious and largely operating carriage painting shop of Leon Corbiere, Front street, near John, dates back six years. This modernly equipped shop has the best of facilities for carriage and wagon painting and is devoted strictly to high grade, artistic work, unsurpassed anywhere. Many of the leading merchants patronize Mr. Corbiere exclusively and when once a customer, always a customer. As attractive signs are of the most important consideration, Holyoke merchants, when they desire the finest executed, most original and artistic, come to Mr. Corbiere. He was born in Naperville, P. Q., and came to the United States when eighteen years of age. Mr. Corbiere has lived in Lowell, Marlboro and Belmont and in the former city worked for one man thirteen years. He has been in Holyoke for seven years and deserves great credit for his business zeal and activity. Mr. Corbiere requires two help and resides at 106 High street. Mention should be made of the fact that he has a large repository for the storing of carriages and wagons.



FRANK OCTO & CO.

In its entirety the heavily stocked household furnishing goods house of Frank Octo & Co., 63 to 75 High street, stands among the foremost similar concerns in this part of the state, and is second to none in reliability of service and scope of trade. This important and remarkably successful enterprise dates back thirty-five years, and during all this space of years the business has been extended and modernized, and the story has been one of expansion and continually increasing patronage. Two spacious floors, 80x90 feet, and a basement are occupied and there is every up-to-date facility for displaying the immense stock carried. To enumerate the vast array of goods would be to mention everything found in the homes of the people, those in moderate circumstances as well as the most affluent. They include the finest of furniture of every description, office and library furniture, fashionable carpets, art squares

and rugs, beds and bedding, crockery, lamps, sewing machines, kitchen and dining room ware in profusion. This firm is agent for the Crawford stoves and ranges which have no peer on the market. In pianos they handle the leading makes and demonstrations are given to prove their sweetness of tone. Systematic reasonable prices prevail and results guaranteed. In fact the Frank Octo & Co. sells you goods on the installment plan and at very reasonable terms. Seven clerks are employed and two delivery teams kept in service. Napoleon Desrosiers, the proprietor, was born in the Province of Quebec and came to the paper city in 1875, beginning work in this store the same year. Industrious and persevering he purchased the business in 1895, adding greatly to its volume. He is one of the leaders among our French-American citizens, ever ready to aid a good cause in behalf of his adopted city and zealous for its future progress and prosperity.

A. F. BENOIT.

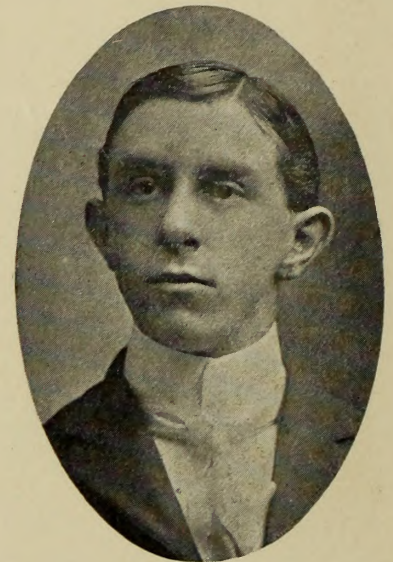
Prominent in the manufacture of high grade cigars and famous as the maker of Chasseur, a ten center, and Benoit's Puff, which retails for a nickel, is A. F. Benoit with well equipped and sanitary factory at 680-682 South East street. Mr. Benoit has been established in the cigar business for twenty-one years, starting in a small way, gradually increasing his business until today he has the largest factory in Holyoke and employs on an average twenty-five skilled cigarmakers. "Benoit's Puff" is unsurpassed in Western Massachusetts for its

fragrance and general excellence, for beating out the well advertised brands. Commercial travelers and visitors to Holyoke who smoke the local favorites throughout the country say that the "Chasseur" has not a peer for the money. Mr. Benoit sells his goods not only locally and in nearby towns, but in cities all over New England. A few years ago he built this four story block, containing six tenements, two stores and the factory, but lately disposed of it. Mr. Benoit has certainly made good since coming from his native Province of Quebec and has prospered. He is prom-

inent in societies such as the Artisans, St. Jean Baptiste, Court City of Holyoke, F. of A., Bridge Street Turn Hall, Le Cercle Rochambeau, Union Club of Holyoke and L'Union Nationale Francaise and popular with his many friends whose name is legion.

DILLON BROTHERS.

The old established and thoroughly efficient undertaking business of Dillon Brothers with finely equipped rooms at 169 Lyman street, dates back to 1872, when it was founded by Thomas Dillon and the late John Dillon in the Dooley Block, Maple street. In 1875 the concern moved to its present quarters. In 1889 the former retired and on the death of the latter in 1903, the two sons, James H. and William J. Dillon, succeeded to the business. In general excellence of service and reliability in the execution of all branches of undertaking, embalming and funeral direction, no similar house in our city excels. All arrangements for funerals are carried out in the most satisfactory manner and four competent assistants being employed, one being a lady. Seven horses, in color, black and white, are kept, and arrangements can be made for

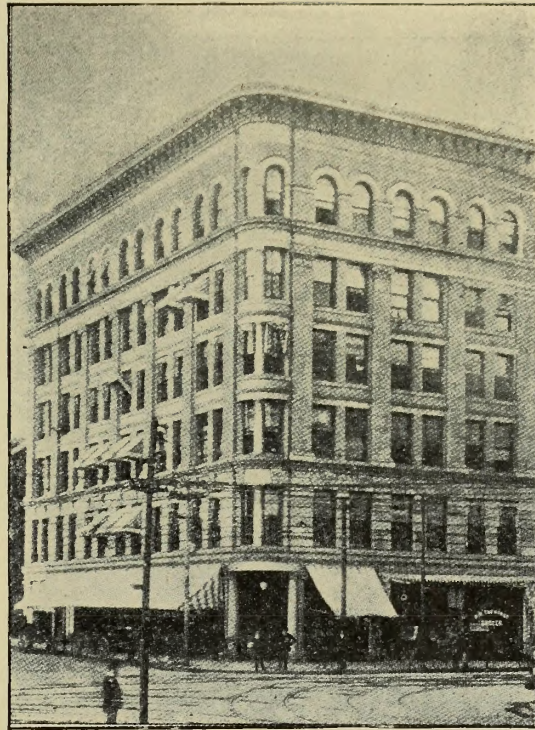


JAMES H. DILLON.

hack service. The Dillon Brothers were both born in Holyoke and have been brought up in the business and are thoroughly conversant with all that pertains to the last sad rites of the departed. William J. Dillon is a member of the A. O. H., K. of C., treasurer of the Owls, and a former president of Bricklayers' Union, No. 2, of Massachusetts. James H. Dillon belongs to the Elks, St. Jerome Temperance Society, M. C. O. F. and K. of C.

THOMAS MILTON.

It is said by the well informed that the bakery of Thomas G. B. Milton, 12 Suffolk street, is unsurpassed in our city for its cleanliness, equipment and high class production of food supplies. Mr. Milton became established in business here in 1905 and has steadily advanced in patronage, his products gaining in popularity among Holyoke people. Leading features are unrivalled bread, fine cake and pastry, mutton pies, hot rolls, doughnuts and Scotch cones, all baked under strict conditions of cleanliness and sanitation. Only the foremost makes of flour are used and other ingredients of known purity and high quality. The salesroom of the bakery is freshly stocked daily with the best products known to the master baker's art and all goods are sold at moderate prices. Three help are required. Mr. Milton was born in Forres, Murrayshire, Scotland. He learned his trade in the home country and twenty-one years ago came to Boston, coming here five years ago. He is regarded as an expert baker and business man of modern meth-

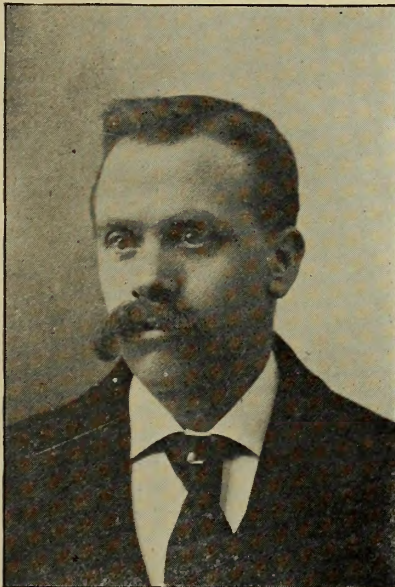


THE BALL BLOCK.

FRANK H. DIBBLE.

Prominent among the best known, most proficient and extensively operating contractors of Holyoke, is Frank H. Dibble, 96 Nonotuck street. Mr. Dibble is a native of Granby, Ct., was brought up in Easthampton, and came to Holyoke when a young man, shortly afterwards taking up the trade of carpenter and became established in business in 1890. During this extended period of activity he has gained an enviable reputation for reliability and general excellence of service and erected many important and substantial buildings, blocks and churches. Among these are the completion of the Phoenix building, Ball block, Library, Episcopal church and residences of

Charles Johnson and James Newton on Northampton street and Mountain Park Casino. The beautiful residences of Addison L. Green, that of R. H. Chapin's on Northampton street and for George Burgess, were built by Mr. Dibble. In Springfield he has erected several for Joseph Wesson. In Easthampton his services have been required, while as far north as Brattleboro, Vt., he has built three houses. Mr. Dibble employs from fifteen to twenty-five men and is considered one of the leading building contractors of Western Massachusetts. He is a member of the Bay State Club and Master Builders' Association. Mr. Dibble considers the last year his banner one and the outlook for 1911 is even more promising.

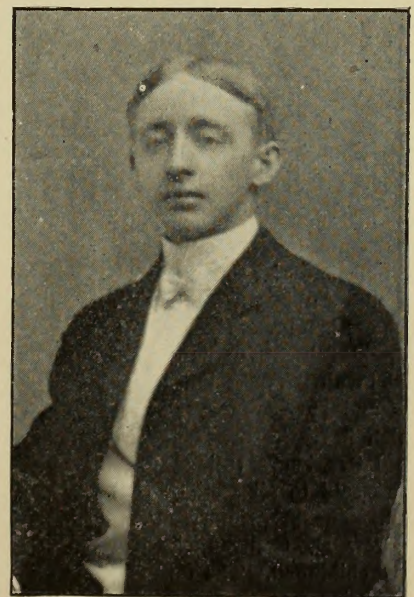


ods and resides at 124 Chestnut street. Mr. Milton belongs to a family of bakers, four brothers in the United States and one in Scotland. He is a member of Clan McLaren and K. of P.

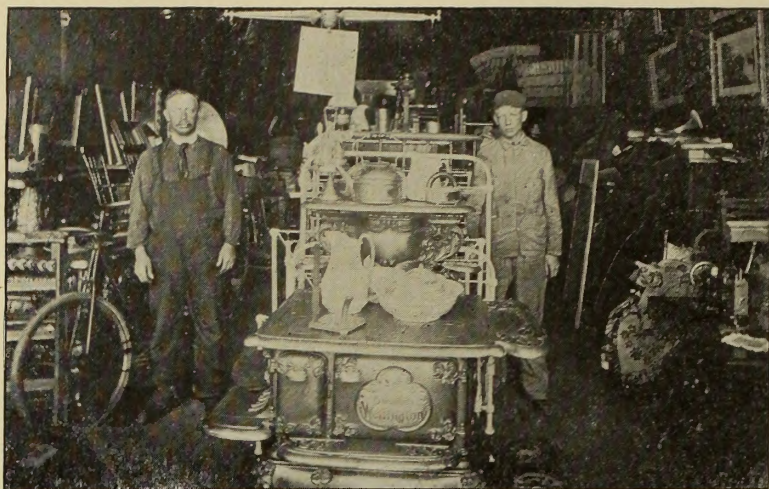
THE PARK MARKET.

The carefully stocked, well patronized and ever popular grocery and provision store known as the Park Market, corner of Chestnut and Hampshire streets, was established last year by John Oberlander and Charles Coe. During this short space of time it has borne a reputation for reliability of service and low

prices, unsurpassed by any in the city. Staple and fancy groceries of all kinds are kept, Pillsbury, Occident and Gold Medal flour, breakfast foods, the fifty-seven varieties of Heinz's products, Massasoit, Whitehouse and Society brands of coffee, spices, biscuits, butter, eggs, etc. Mr. Oberlander, one of the proprietors, is one of the efficient overseers of the great Skinner Silk and Satin Mills. He is the owner of the twenty-five tenement, five story building, with store on lower floor and was born in Germany. He is highly esteemed in business circles, resides at 83 Hampshire street and is a member of Turn Hall. Manager Coe is Westfield born, has had an active experience in the trade with his father in Providence and merchants in our city. He has resided in Holyoke ten years and stands well in Holyoke commercially and socially.



CHARLES COE.



SECTION OF THE ARCHAMBAULT STORE.

E. A. ARCHAMBAULT.

Anyone desiring to fit out a house would be hard to please if he or she could not find it at 83 High street where E. A. Archambault has furniture, new and second hand, ready to fit out a residence from the kitchen to the sleeping room. Here can be found beds and bedding, mantles, bureaus, chairs galore, tables, wash stands, pictures, crockeryware, silverware, tinware, stoves, ranges, etc. In second-hand he buys for cash and sells at a small discount and a newly wed can

fit his home at a small cost. For thirteen years Mr. Archambault was with Livermore & Martin and is credited with knowing it from A to Z. One year's experience in the livery business on Pine street satisfied him that furniture was his calling. He is given credit for being an expert on prices and values and these you get the benefit of by trading with him. Mr. Archambault was born in Dunham, Eastern Township, P. Q., and has made Holyoke his home for twenty years. He is sagacious and progressive in business and is a member of North Star Court F. of A.

GALLIVAN BROTHERS.

One of the largest and certainly the oldest established conservatories in Holyoke for high grade cultivation of flowering plants are the Gallivan Brothers, 500 Dwight street, and greenhouses on College street, South Hadley Center. Four adequately equipped conservatories are operated, some six thousand feet under glass, and both a wholesale and retail business done. A specialty is made of potted plants, cut flowers, floral decorations and emblems largely dealt in. Flowers are delivered to outgoing steamships and all orders filled promptly and satisfactorily. The firm's houses are unrivalled for their modern features and six competent help are required. An important branch of their business is an aquarium where thousands of gold fish are to be seen. They are sold in all parts of the country. Canaries and parrots for sale are features which have become especially popular, the latter being trained to talk before being sold to all sections of New England. The proprietors, Daniel J. and Andrew D. Gallivan, have lived here since childhood. The former looks after the business at the store, the latter the greenhouses at South Hadley Center.

Both gentlemen are held in high commercial esteem and as citizens and business men, Daniel J., being a member of the K. of C., A. O. H., Owls, and Andrew D. Gallivan of the Elks, N. E. O. P., A. O. H., and F. of A. Both belong to the Holyoke Business Men's Association. The firm has agencies in Turners Falls, Easthampton, Ware and Palmer, doing a large business in out-of-town orders. It is besides a common occurrence for Gallivan Brothers to send flowers to Canada.

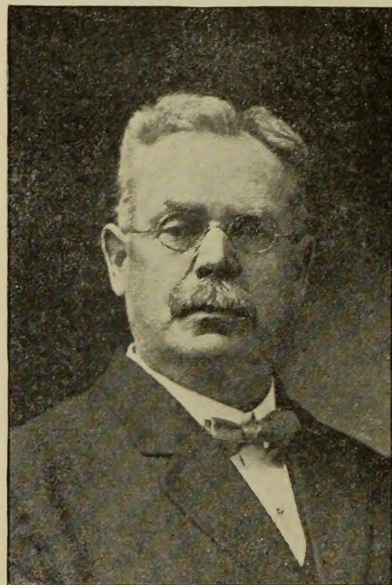
MRS. WEBER.

The largely patronized millinery store conducted by Mrs. Else Weber, 369 Main street, has been established six years and one year on Sargeant street. The finest of domestic and imported millinery are kept, trimmed and untrimmed hats, and a specialty made of trimming hats to order in the most stylish and becoming manner. Mrs. Weber has a reputation as an expert milliner, attends the great millinery opening in Boston and New York and always keeps informed as to prevailing Berlin and Paris fashions. During the millinery season she employs five skilled milliners. The pat-

ronage of this store is not confined to this section for patrons come from all parts of Holyoke, Chicopee and surrounding towns. Mrs. Weber is a German by birth and a lady of culture, and has proven herself one who can successfully conduct an up-to-date millinery parlor. She is a member of the Ladies' Turn Verein.

JAMES J. CASEY.

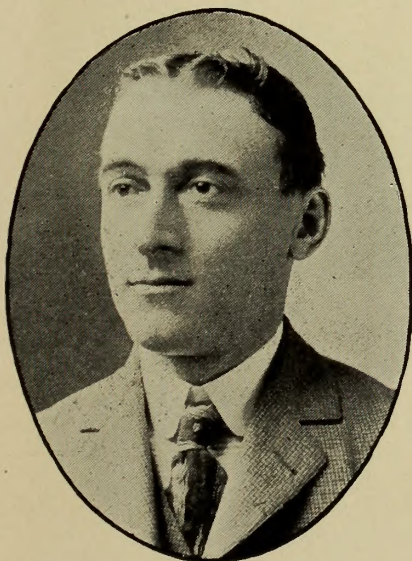
In his special lines of production as pertaining to the manufacture of low down milk and baker wagons, James J. Casey, with modern and adequately equipped workshop at Race street, corner of Spring, stands among the leading manufacturers in this section of the state. Established in business in 1886, he has gained both commercial success and a high reputation, and his productions in both light and heavy carriages are notable for their beauty of finish and serviceable qualities. As a manufacturer of improved straight draft, short turn, low down wagons for milkmen, butchers and bakers, he has far more than a local reputation. The repairing of carriages and wagons is promptly executed, rubber tires put on, painting and a general blacksmithing carried on. He requires



the services of from six to twelve men. Mr. Casey is a native of Monson and has resided in Holyoke for twenty-eight years. He has amply demonstrated his ability to be classed with the most progressive of our city and fraternally is a member of the K. of C. The new brick factory built by Mr. Casey, was moved into on November 1 of last year, is three stories high and thoroughly equipped.

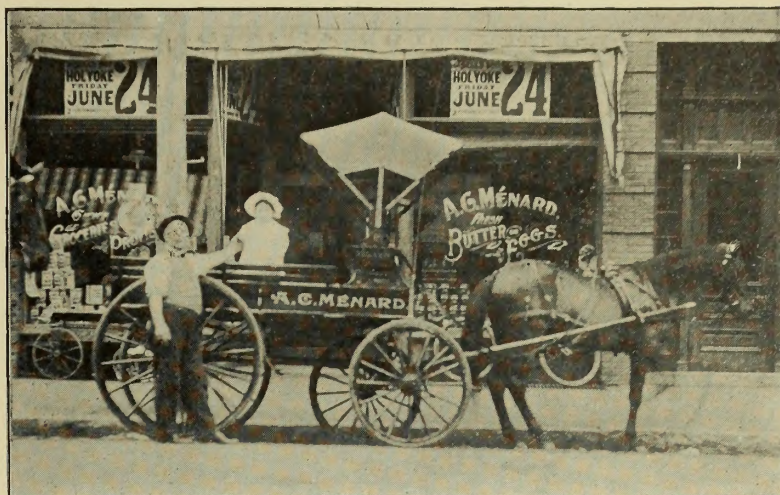
NEW YORK BUTTER HOUSE.

A noticeable feature, remarked on by all strangers visiting our city, is the thoroughly metropolitan and up-to-the minute New York Butter House, located at 287 High street. Established twenty-five years ago, E. Beebe, the proprietor, has by energy, attractiveness and low prices placed this house on a pedestal of its own, so that today he has no peer, no close competitor in the city made famous by the manufacture of paper. In all lines carried there is a great diversity in quality and price, so that it is the mecca for the workman as well as the well to do. The great specialty here is butter, butter obtained from a leading dairy in New York state and produced under the strictest conditions of sanitation. Beebe's famous creamery butter is a luxury, fit for a king or a president. His nearby eggs he obtains from reliable poultrymen, those he can depend upon, and a guarantee goes with each product of the fowl. In cheese he can suit the most fastidious for here one can get Neufchatel, Pineapple, Roquefort, McLaren's, Royal Imperial, domestic and cheeses from the world renowned centers of Canada. For the real Mocha and Java coffees one must go to the New York Butter House and as for other grades they are here, also right as to quality and price. Teas, lard and butterine are also extensively dealt in. The window display is one of the



E. BEEBE.

store sights of the town and bargains can be obtained by keeping close tabs on the window. Mr. Beebe's trade is local and in South Hadley Falls and he requires three clerks and one delivery team. His business has grown with the town and today the name of Beebe is synonymous with good butter, eggs and coffee. Mr. Beebe was born in East Haddam, Conn., and is a fair represen-



A. C. MÉNARD.

A neat and popular grocery and market, one that is the purchasing point for many of our most particular and discriminating people of Holyoke is that of Adelard C. Ménard, 89 High street. Established five years ago, Mr. Ménard has made his store headquarters for those who desire fresh meats and pure groceries direct from the wholesalers. He keeps in stock everything that can be found in an up-to-date store, including Occident and Su-

perb flour, canned goods like Van Camp's and soups of Campbell's from Camden, vegetables fresh from the farm, breakfast cereals for these hot sultry days, butter, cheese, eggs. Mr. Ménard had fifteen years previous experience in the grocery of Pierre Bonvouloir, for years Holyoke's efficient city treasurer. He keeps four clerks and one delivery team. Mr. Ménard is a Holyoke boy and has always resided here. Fraternally he is a member of the F. of A. and Red Men and socially has a host of friends.

tative of the nutmeg state, who have come to Massachusetts and made good in their especial line of endeavor. Mr. Beebe has stores also in Torrington, Conn., Chicopee Falls and Fall River.

CHRIS EQUI.

No similar resorts in our city are more popular with the people than the stores of Chris Equi, 5 Main and 363 Dwight streets, headquarters for the very best confectionery, most delicious ice cream and tobacco, cigars and cigarettes of all brands. Established twenty years ago the business has been one steady advance and the outlook for the future even more promising. No better flavored or purer ice cream is served anywhere and it is made under strict conditions of cleanliness. Pure fresh candies of all kinds are kept, including the finest chocolates, temperance drinks are sold and all patrons receive prompt and courteous attention. Five capable assistants are employed. Chris Equi, the enterprising proprietor, came from the balmy climate and historic shores of sunny Italy and is thoroughly versed in this business and held in high personal regard. He resides on Bowers street, is a member of the Red Men, F. of A. and several Italian societies, and is regarded as one who has gained a success in his adopted city.

MRS. WASHBURN.

Thoroughly versed and experienced in the art and science of personal improvement, and skilled in chiropody, Mme. Washburn located at 231 High street has built up a large and successful practice in Holyoke. She became established here eighteen years ago, but in time dropped out, only to take up her interesting art again four years ago. Today Mrs. Washburn stands unrivalled in the various branches of her profession, numbering among her regular patrons many of our most discriminating ladies. Special features are shampooing by a new method, manicuring, facial treatment and scalp treatment, also chiropody by the most modern and efficient methods. People who have trouble with their feet know very well how difficult it is to obtain relief or cure, but in all such troubles Mrs. Washburn has had great success in their treatment. Her parlors are well equipped and she keeps on hand all the leading toilet articles, hair goods, etc., the latter being made to order.



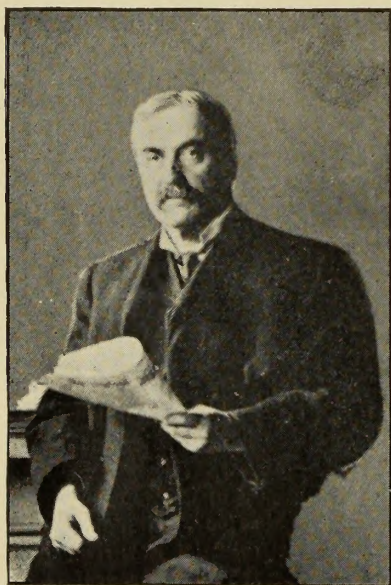


L. J. LAPORTE DRUG COMPANY.

The well-stocked, largely patronized and always reliable store, known as the L. J. Laporte Drug Company, 660 High street, was established in 1889. The sud-

den death of Mr. Laporte last August, has thrown the responsibilities on his son, H. J. Laporte, who has proven himself a proficient manager. This pharmacy meets all requirements of the pub-

lic and caters especially to a high class family trade. Pure drugs and chemicals of varied description are kept, the best of sick room supplies and time tested remedies, toilet articles and preparations of highest quality, rubber goods, perfumes, fine cigars, chocolates, etc. A sanitary soda fountain is operated. A specialty is made of filling physicians' prescriptions with the utmost care. Books, stationery and souvenir postal cards can be seen in vast array, while a line of paints, oils and glass is kept in stock. Manager Laporte is no novice at the drug business for he had been connected with his father for years. Four clerks are necessary, two being registered pharmacists. Mr. Laporte has exemplified the old saying, "Like father, like son." This is sub-station No. 6 of the post office. The firm was incorporated January 4, 1909, and the officers are E. J. Laporte, president and H. J. Laporte, secretary, treasurer and manager.



THE LATE L. J. LAPORTE.



H. J. LAPORTE.



E. F. LAPORTE.

G. H. W. SMITH.

Necessity often compels the borrowing of money, not alone on the part of wage earners or small salaried persons, but also by business men. Kings and even governments are forced at times to borrow. A loan company in Holyoke which does not exact exorbitant interest and oftentimes is a necessary succor to the borrower is that of G. H. W. Smith, the well-known broker, located in the Marble Building. Established two years ago Mr. Smith has by fair treatment to his customers, courteous at all times and low rates of interest, gradually expanded his business until today he has among his customers many who in years gone by patronized others and were "done" by so-called loan sharks.

He is an expert on watches for he was on the road for nearly twenty years. Mr. Smith will loan you money on watches, diamonds or other good collateral and buys old gold and silver. He has on hand many excellent unredeemed pledges which are bargains. Mr. Smith was born in the collegiate town of Amherst, where he now resides and has made many friends since establishing his business in Holyoke.

HOLYOKE CIGAR COMPANY.

Western Massachusetts is famed for its fine cigars and among those who have gained a name for their product which is not bound by the city where they are manufactured, is the Holyoke Cigar Company, manufacturers of fine fragrant cigars with factory and office at 39 Main street. Established fifteen years ago

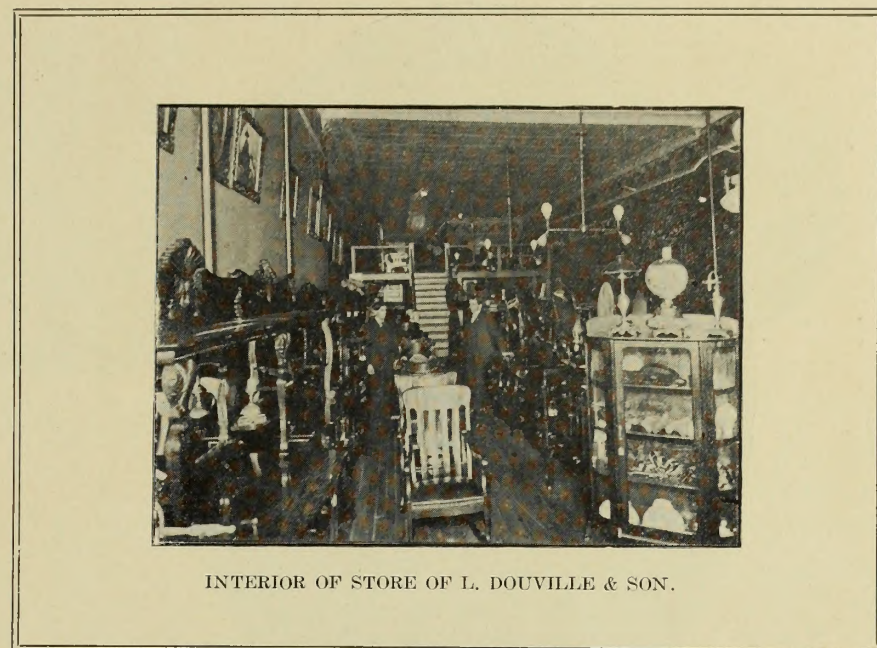
this company has kept on producing a cigar better each year, so that today they are unrivalled in the market for their excellence and lasting qualities. The "Peasant," a five cent smoke, is exceptionally popular and is a great seller, while the "Holyoke Special" which also retails at a nickle is a close second. For perfection "Black Eagle" cannot be beaten, and strangers say it has no competitor in the ten cent line. A complete and full line of smokers' supplies, such as pipes, tobacco, cigarettes and cigars are kept on sale. Oreste Del Dotto and his son John Del Dotto were born in sunny Italy and have proven themselves exemplary citizens. They are assisted at the factory by Joseph Del Dotto, son of the founder. All three gentlemen are members of Court North Star, No. 7, F. of A.

OSCAR BEAUCHEMIN.

Prominent among the best known young men of our city and held in high regard personally and professionally, is Oscar Beauchemin, architect, located in rooms 208-209, Senior building. Mr. Beauchemin was born in the Province of Quebec but has resided in Holyoke from a child and has for years been interested in architecture and modern building. For years he was with the Merrick Lumber Company and became established for himself two years ago. Several of the handsomest and most modern dwelling houses have been planned by him and to his credit is placed blocks like one for John Oberlander, James Campagna, on Park street, and also for Alfred Paquette, A. J. Wildner and Frank Vogel, all of Springfield. In Springfield and Chicopee Mr. Beauchemin has designed several very handsome residences. Mr. Beauchemin has started out under the best of auspices, his work speaks for itself, and he is a member of the M. C. O. F.

GLEASON BROTHERS.

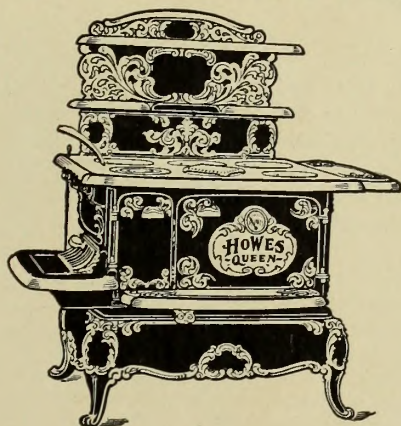
Among the most proficient house painters and decorators of Holyoke, located at 135 High street, are the Gleason Brothers. Last fall they embarked on this important line and have gained decided success as well as a merited reputation for reliability and good work. Both interior and exterior house painting is done, decorating, kalsomining and paper hanging, all work guaranteed to prove satisfactory. Many prominent house owners employ the Gleason Brothers and speak highly of their work and business methods. Seven men are employed. They also carry on a nice new and second-hand furniture business and it is regarded as one of the best places in the city to trade. Michael J. and George F. Gleason have lived in Holyoke for twenty years, the former holding a position at the Lyman Mills, while the latter is a practical painter. They reside at 250 Maple street, and M. J. Gleason is a member of the F. of A.



INTERIOR OF STORE OF L. DOUVILLE & SON.

LOUIS DOUVILLE & SON.

Handling only goods of known reliability of make, heavily and completely

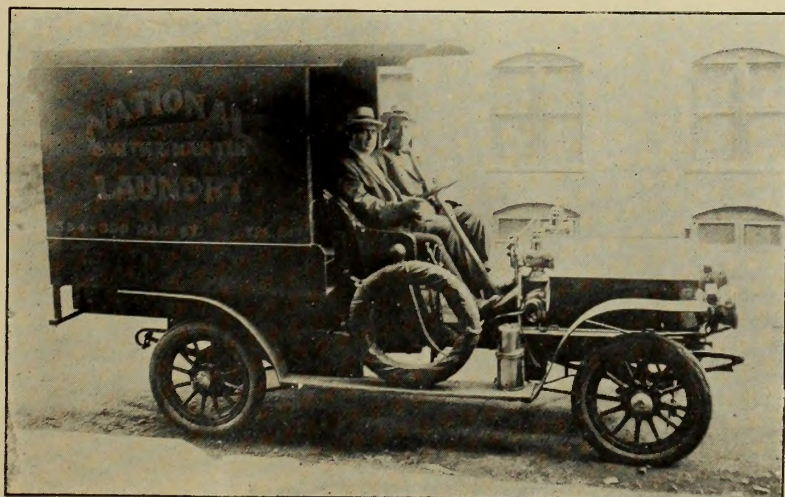


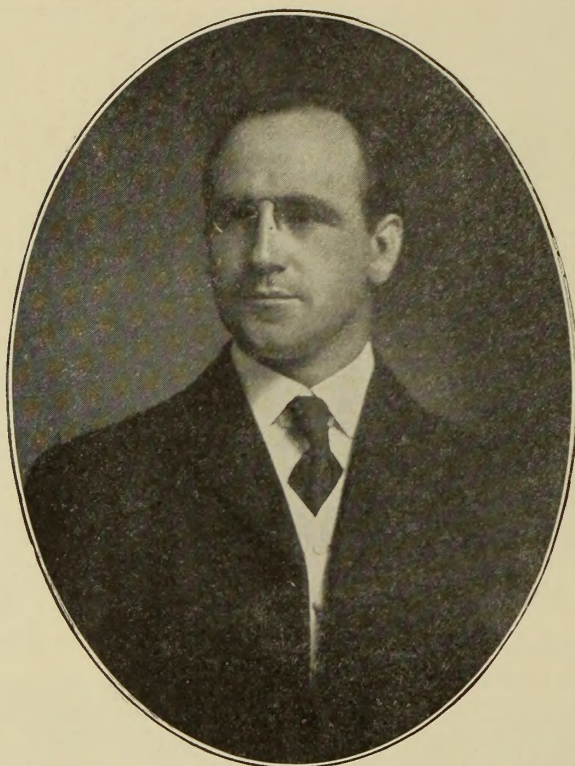
stocked and having a widespread reputation for fair dealing and low prices, the largely patronized furniture and household goods store of Louis Douville & Son, 523 High street, stands un-

rivalled according to many, and completely meets all competition in all parts of the city. Established in the fall of 1906, this modern store has steadily advanced in popularity, and today is a monument of enterprise on the part of Mr. Douville and his son Arthur. Furniture of every description is carried in large array, fashionable carpets, rugs, draperies, beds, mattresses, kitchen furnishings and household goods generally, and not least by far, the unrivalled Howe's line of stoves and ranges. Systematic low prices prevail, all goods being sold on a close margin of profit. Louis Douville came from the Province of Quebec thirty-two years ago, and for a time was in the oil business. Arthur Douville is a Holyoke boy and both father and son are known as among the foremost and most progressive of our French-American merchants.

NATIONAL LAUNDRY.

The National Laundry, with well equipped plant, at 394-396 Main street, came under the efficient proprietorship of Smith & Martin in 1907. During this time the service has been greatly improved and there has been a steady increase of patronage so that the National has the reputation of being unrivalled in Hampden county for reliability and general excellence of service. The plant is equipped with the latest improved machinery and every facility for rapid and perfect execution. All work is done under strict conditions of cleanliness and sanitation. Help to the number of twenty-five are employed and three teams and an automobile kept in service. Joseph Smith is a native of St. John's, P. Q., Canada, and Thomas Martin was born in Chicopee. Both gentlemen are highly regarded for their many personal qualities, Mr. Smith residing at 574 Bridge street, and Mr. Martin at 5 Crescent street. The former is a member of the Artisans.





JOHN F. KENNEDY.

Standing among the foremost food supply houses of Holyoke, unrivalled in high grade goods and systematic low prices, is the grocery and meat market of John F. Kennedy, 62 Mosher street. The business was established in 1894, at 89 Ely street, but on May 1, of this year, Mr. Kennedy moved to his present more advantageous location in his own four story brick block consisting of nine tenements. Spacious, finely equipped and heavily stocked, low prices and reliable in every particular, this fine store steadily gains in prestige, popularity and

patronage. The best and most satisfactory fresh and cured meats are handled, provisions of standard packing, teas, coffees, Fairbank's famous products, the incomparable Washburn-Crosby flour, and farm produce. Mr. Kennedy is known widely as a business man of sagacity and up-to-date methods, with a long and varied experience in the food supply trade and held in high personal and commercial esteem. He is a member of the school board from Ward One and at the last election received the unanimous vote of both parties for a term of three years. He is also a member of the Park Lyceum, Hibernians and Heptasophs.

DUNBAR & MANSIR.

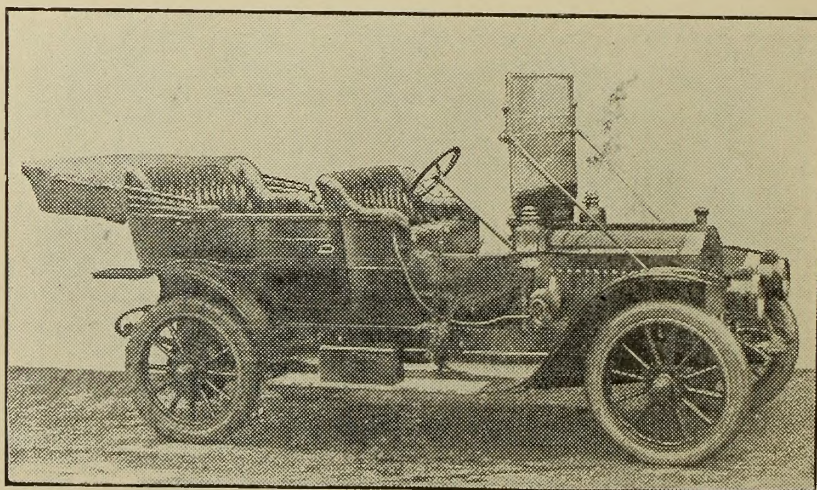
Doing a large and steadily increasing business as agent for Western Massachusetts and Northern Connecticut, for the unrivalled valveless Elmore car is the firm of Dunbar & Mansir, 490 Dwight street. The garage was established in 1905 and has had the agency for the Elmore since 1907. This business has kept pace in scope of operations and metropolitan features with Holyoke's development and increased industrial importance, with the outlook for 1911 promising to be a record breaker in the sales of the Elmore auto. Demonstrations are given to all interested, showing the various points of superiority of this car over all others. The thirty-six horse power touring car is a handsome one, carefully designed and tested to meet the demand for an automobile which can be sold at a price not incompatible with fine materials and the best

workmanship. The model forty-six horse power seven-passenger car sells

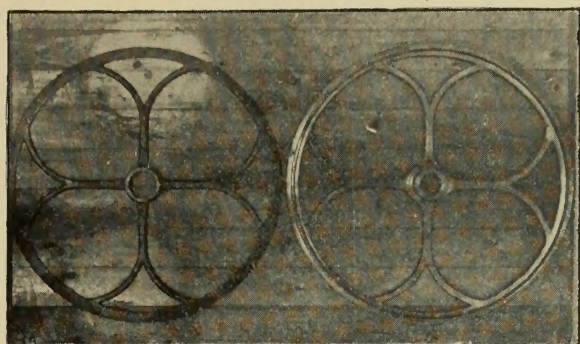
for \$2,500 and in it the utmost in luxury has been obtained. The garage has a capacity of twenty-five cars and five skilled assistants are employed. Newell C. Mansir was born in Great Barrington, and is the publisher of Mansir's Guide and proprietor of Mansir's print shop, Front street. Charles R. Dunbar conducts the "Toggery" corner of High and Suffolk streets, and is a native of Belchertown. Both gentlemen are thoroughly versed in automobiles and regarded as business men of progressive efforts.

THE FRANKLIN RESTAURANT.

To dine well and with entire satisfaction is not to be enjoyed in all parts of Holyoke. Even with our boasted 60,000 population we can only point to one high class metropolitan restaurant. That is the Franklin located in the Rackliffe Building, Suffolk street, and under the enterprising management of E. G. White. This modern, spacious and finely equipped cafe, meets the requirements of many people and is always the resort of strangers who have heard of its merits and unrivalled service from others. The business was established in 1906 in the Senior Building and on May 25 moved to the present quarters. The dining room is perfect as to cleanliness and light, is attractive in every way and has a seating capacity of over two hundred people. The unsurpassed cuisine embraces everything to be obtained in the biggest hotels and cafes in the large cities, while the cooking and service is first class in every particular. Combination breakfasts are a great feature, while the other meals are served a la carte. The kitchen also should receive mention, being equipped in the most modern manner, and having every facility and sanitary arrangements for the immense amount of food handled carved and cooked. Competent help to the number of seventeen is employed. Personally and commercially Mr. White has demonstrated his ability to carry on a difficult business, and in gaining success has also gained a high standing as a business man and citizen.



THE MODEL NO. 36 ELMORE.

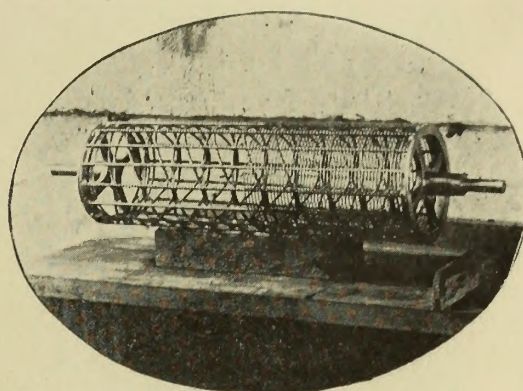


CYLINDER MOULD SPIDERS SHOWING DESIGN OF CONSTRUCTION.

CLARK MANUFACTURING CO.

One of the young and pushing industries of Holyoke, augmenting paper manufacture, is that of the Clark Manufacturing Company, manufacturers of dandy rolls, cylinder moulds and paper mill specialties, with modern and well equipped shop, rear of 80 Carlton street. The business was established six years ago by Alvan S. Clark and J. H. Wiley, but

since the retirement of the latter in 1906, Mr. Clark has conducted it alone. It has proven very successful in its special features, work requiring skilled execution. Work is largely done for Holyoke manufacturers but orders are received daily from other sources, the trade extending to the New England states, New York and Pennsylvania. Special attention is given to recovering fine seams for



A DANDY ROLL.

tissue paper. The shop has all improved machinery and every modern device and facility in service for high grade perfect work. Mr. Clark was born in Easthampton and learned the trade of machinist in Springfield. He deserves great credit for the way he has pushed his business, is regarded as a man of progressive ideas and and fraternally is a member of the I. O. O. F.



THE LATE M. O. DREIKORN AND MRS. DREIKORN.

DREIKORN BAKERY.

Particular people are numbered among the many patrons of the Dreikorn Bakery, of 320 Park street, and not without reason, for the reputation of this popular baking firm, gained by the test of time, is unsurpassed for high grade production and general excellence of goods. Established in 1889, the business has steadily advanced to the present large propor-

tions and is constantly gaining in output. In the production of all bread, cake and pastry, only the best and purest ingredients are used, and the making and baking done under strict conditions of cleanliness. Ten skilled assistants are employed and two delivery teams kept in service. Here, and at the branch store 457 Main street, the retail department is always well stocked with fresh

goods and prices are decidedly reasonable. Since the sad death by accident of M. O. Dreikorn, the founder of the firm, last fall, the bakery has been conducted by Mrs. Dreikorn and son, Otto M. Dreikorn, the latter being manager. The volume of business has shown an increase and bids fair for a greater output in the future. Mr. Dreikorn is a member of the Turn Verein.

NORMAN ST. JOHN.

Established three years ago, Norman St. John, the well-known expressman of 51 Front street, has built up a business which is a credit to himself. His well appearing team is ever ready to attend to all light trucking and expressing, and being careful and painstaking is given particular jobs to handle. Piano and furniture moving are two strong features and, with the assistance of an able bodied helper, guaranteed to move without break or wear. Trunks and all light transfer work is attended to promptly with charges reasonable. Mr. St. John was born in the Province of Quebec and has been a resident of our city for twenty years. For years he worked in the furniture business and in 1907 started in for himself. He has made good and his trade has increased from year to year.

THE EAGLE CO-OPERATIVE.

The proprietors of the Eagle Co-operative Sales Company are enterprising and industrious young men who saw there was just such an opening here in Holyoke. They have made their business a success, though established as late as June, and see a brilliant future for the company.



RESIDENCE OF REV. CHARLES CREVIER AND CHURCH OF THE PRECIOUS BLOOD.

C. E. WALKER & CO.

Carrying large and complete lines of high grade goods, widely and extensively operating and having an unrivalled reputation for reliability and progressive business methods, the hardware and sporting goods house of C. E. Walker & Co., located at 396 High street, stands among the foremost similar concerns in Western Massachusetts. The business was established fifteen years ago and has steadily gained in prestige and volume of transactions. Hardware of every description is carried, fine cutlery, mechanics' goods, bicycles, auto supplies, Spaulding and Victor goods, rifles, ammunition, Gillette's razors, blades, etc. Specialties are the Iver-Johnson bicycles and vulcanizing. Bicycles and motor cycles are repaired and tires supplied. Mr. Walker has lately been given the agency for the "Warren Detroit," a thirty horse power automobile, a car which is the most attractive and strongest in the popular priced field. He can give instant delivery of three cars and is willing at all times to demonstrate and prove the many good qualities of this big powerful car. He also carries a complete line of phonographs and records. The concern is also the agent of the Oldtown canoe the best in the market. All in all this store is headquarters for those desiring hardware or anything in the sporting line. Messrs. C. E. and Frank Walker were born in Middlefield but have lived in Holyoke for many years. They are en-

terprising business men, keeping pace with the advancement of the times and alert to the future growth and prosperity of Holyoke.

G. J. PREW & CO.

To do justice to the spacious, elaborately equipped and heavily stocked ready-for-service clothing and men's, youths' and boys' furnishing goods store of G. J. Prew & Co., located at 515 to 519 Dwight street, it would be necessary to occupy much space and use many adjectives. It is not necessary, however, for like men of good character, this leading store needs but little praise and a few facts will tell in brief its story of success and present supremacy in its lines of trade. The business was established in 1887 and floor space of 50x100 feet is occupied, and throughout the store is equipped with every metropolitan feature and modern facility, making in its entirety a great clothing emporium, equalled by but few similar stores in New England. Being, therefore, a store of character and having a distinct personality as it were, naturally an immense stock of goods is carried, and included in the vast array is everything for the wardrobe of man, youth and boy. Such famous clothing productions as those of Stein-Bloch & Co.'s are carried in complete lines, the celebrated Dunlap hats, Regal shoes made in Whitman in the Brockton shoe district and unsurpassed shirts, collars and cuffs from Troy. Salesmen to the number of seven are

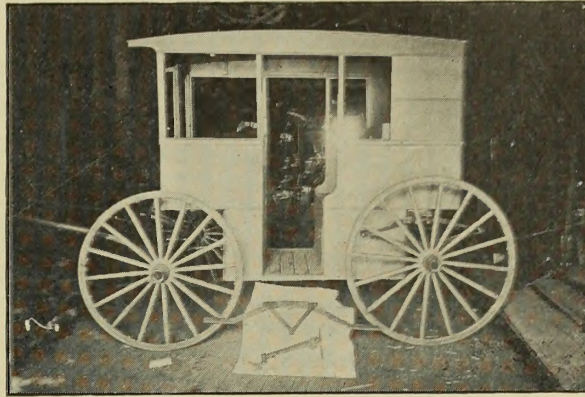
employed. Mr. Prew was born in Mitineague and has a residence at 274 Maple street. Fraternally he is a member of the Elks, Holyoke Club and St. Jean Baptiste. Mr. Prew is numbered among our leading, most progressive and highly regarded merchants, highly regarded in commercial and social circles.

F. GODDU & SON.

The well stocked and popular grocery and meat market of F. Goddu & Son, 681 High street, has been established for twelve years and during this time the business has steadily grown and today requires the services of five clerks and one team. Groceries both fancy and staple are carried, canned goods of the best quality, leading brands of flour, meats, spices, teas and coffees are all found in this up-to-date store. Vegetables in season, eggs direct from the farm, milk fresh from the dairy and fish from the great wholesale sea food houses are all to be found here. Frank B. Goddu, the proprietor, came to Holyoke forty-one years ago and for years worked with his father, the late F. Goddu. He is considered a business man of integrity and progressive ideas, stands high, especially in French American circles, and is a member of several societies. Mr. Goddu was one of the first of our French American citizens who came from the Province of Quebec and settled in Holyoke and has seen our city grow from a town of a few thousand to a city of nearly sixty thousand. Mr. Goddue is a great reader, exceptionally versatile, and has a library of over five thousand volumes.

BALDWIN BROTHERS.

Among the leading markets and bakeries of this section of the state mention must be made of that of the Baldwin Brothers, corner of South, Wolcott and Elm streets, Elmwood. Established twenty-three years and here fifteen years, this veritable food mart has been the purchasing point for the most particular and discriminating people of Holyoke. The store itself is replete with the freshest of groceries, teas, coffees, spices, flour, breakfast foods, canned goods and farmers' produce, a specialty being made of butter and eggs. The meat and fish department is the acme of perfection as to cleanliness and all sanitary methods are employed. The bakery has also proven remarkably successful and here can be found superior bread, cake and pastry, representing the finest productions of the baker's art, all made fresh daily and delivered to all sections of the city. Delicious ice cream, not made with extracts, is served at tables or sold by pint or quart. Eleven clerks and five teams are necessary to fill the many orders of this metropolitan store. Messrs. William C. P. and Herbert L. Baldwin are both Holyoke boys and have grown up with the city. They are prominent commercially and are members of the Masons, the former to the Shrine, and K. of P.



WAGON BUILT BY H. DESMARIS.

HENRY DESMARIS.

The spacious, modernly equipped and largely patronized carriage, paint and blacksmith shop of Henry Desmaris, 7 Division street, has been under his enterprising proprietorship ten years. General blacksmithing, horseshoeing, carriage ironing and jobbing is done, but the leading feature is the manufacture of some of the handsomest and most serviceable carriages and wagons ever seen in Holyoke. Mr. Desmaris is a practical workman and no job is turned out until it has passed his experienced eye. Another specialty is auto, carriage and

sign painting, the former growing each year as many of our leading citizens have their cars painted by Mr. Desmaris. He keeps on sale Concord buggies of his own manufacture, second-hand carriages and wagons and rubber tires are put on and repaired. Mr. Desmaris is a native of the Province of Quebec but has been a citizen of Holyoke for twenty-four years. His business has so grown year by year that he requires the services of four help and occupies two floors. Mr. Desmaris is highly spoken of in commercial circles and resides at 515 High street.

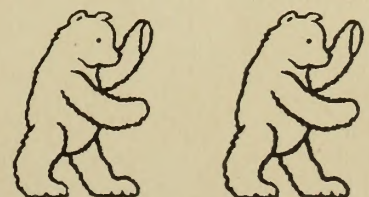


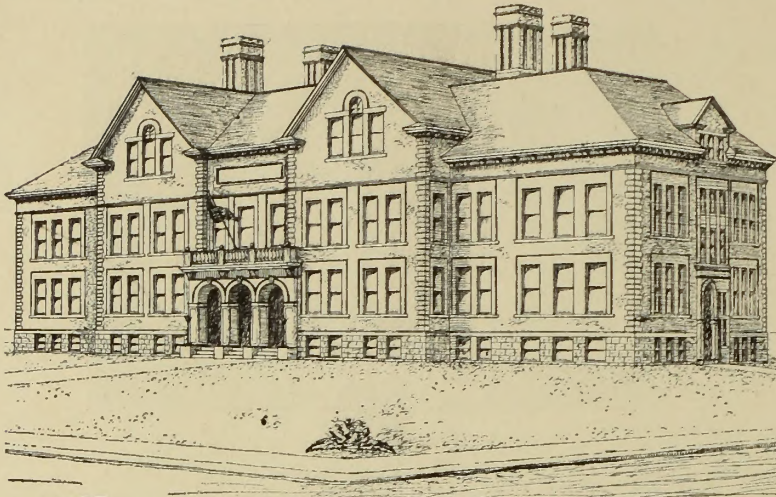
BALDWIN GARMENT CO., INC.

Holyoke is fast becoming famed for its many diversified manufactories, one of the latest to be established being the Baldwin Garment Company, Inc., occupying the top floors of the Morrow & Tilley Buildings, 279 and 283 High street. This concern was established in Jan., 1909, and is officiated by W. C. P.

Baldwin, president; E. C. Bliss, treasurer and manager. The products are patented ladies' house dresses which are sold throughout the entire country and which are distinguished for their durability, moderate cost and double service, giving the best of satisfaction wherever used. This feature is patented in the United States, Great Britain, France,

Germany and Canada. The Baldwin Company started in a small way with two machines; orders have grown steadily and today forty help with nearly that number of machines are required. A side line is the apron supply company, supplying coats, aprons and towels to hotels, restaurants and stores. The laundry work is done at Ferguson's, a further guarantee of perfect service. A model laundry and manufactory is also run by the company at Cambridge, the work there being done at 21 North street, East Cambridge. At that plant are manufactured the patented butcher's frock, an important feature of the business, under the management of W. V. Hodge. Messrs. Baldwin and Bliss are both Holyoke men, thoroughly imbued with the Holyoke spirit, the former being a member of Baldwin Brothers, the well-known grocers and bakers of Elmwood. Mr. Baldwin is a member of the A. F. & A. M. Mr. Bliss has been connected with the Springfield Blanket Company for twenty years.





THE HIGHLAND SCHOOL. W. B. REID, ARCHITECT.

W. B. REID.

Holyoke's prominent and largely operating architect, W. B. Reid, located at 280 High street, was born in Canada, and has been established here for thirty years. During this time he has had a wide and varied experience, gaining an enviable reputation for general excellence of service, originality of design and ability as regards artistic conception and best usage of space allotted

for building. Among the many buildings planned by him are the Highland school, Moran school, J. R. Smith block on High street, McLean Brothers and La France Hotel on High street, apartment houses and residences galore. Mr. Reid has always taken a deep interest in the welfare of Holyoke and at one time was a member of the board of public works. Fraternally he is affiliated with the A. F. & A. M. and Holyoke Club. He resides at 226 Walnut street.

MANSIR'S GUIDE.

All progressive cities have a guide, but few in New England at least have one which covers the ground so thoroughly, gives its readers such varied points of interest and above all is gotten out so attractively as Mansir's Guide, published every month for the last nineteen years. In Holyoke the circulation is eight thousand guaranteed, the rates are low and those patronizing it are given a certain number each month for distribution. The Northampton edition has six thousand monthly and is well patronized by Northampton merchants and those of nearby towns. Mr. Mansir has a print shop of his own on Front street where ten help are employed and all kinds of commercial printing is executed. He has also the agency for the street car advertising on the Holyoke and Northampton cars and all this with his "Elmore" interest makes him one of the busiest business men of this section of the state.

R. P. JENNEY.

Established four years ago the furniture business of Ralph P. Jenney, 113 Hampden street, has proven very successful and is steadily increasing in patronage. Carefully selected and thoroughly made second-hand furniture is largely dealt in, beds and bedding, pictures, couches, lamps, crockery, car-

pets, rugs and ranges. Nothing if not desirable and reliable is to be found here, and parties seeking to refurnish their homes or add to them, should not overlook the large and fine stock carried. Brand new furniture, straight from the big wholesale houses is kept in stock, so the most fastidious can easily be suited. Special features are upholstering and furniture repairing.

Mr. Jenney was for four years in this line in Worcester, being with Robert Northbridge, the great Southbridge furniture man for three years as head salesman. He was also for two years in Keene, N. H., with the largest furniture store in Cheshire county. Mr. Jenney was born in Meriden, Conn., is making good in Holyoke, resides at 644 Dwight street and is a member of the K. of P. In his business he requires the help of two men and one team.

NEW YORK LAUNDRY.

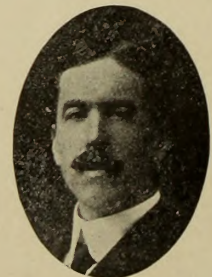
That particular people of Holyoke appreciate laundry service of the highest grade and most satisfactory results is shown in the development of the New York Laundry, Napoleon J. Blanchard, proprietor, 80 High street. It has been established five years and the business has steadily increased in volume. The finest laundry work is done and a specialty is made of fine starch work. Every sanitary precaution is taken and every

facility in service for perfection in results. Mr. Blanchard has made a noble success of his enterprise, is energetic and prompt in the filling of orders and when losses are made, makes good without delay. He has five help and a delivery service. Mr. Blanchard was born in Holyoke and is considered an experienced laundryman, one who is bound in the near future to greatly increase his staff of help.

EAGLE CO-OPERATIVE SALES CO.

In these days of high prices, it has really become a question of existence and is gradually getting narrowed down to the doctrine of the "survival of the fittest." It is natural then that the average man or housewife should take advantage of every method to save a penny, especially a legitimate one. Here in Holyoke we have a concern which gives you four cents on every dollar spent without cost to yourself, you showing your card of membership after purchase is made. Then you get your co-operative slip.

The Eagle Co-operative Sales Company, of 412 High street, accepts what they term co-operative slips which are given you by storekeepers in the city, such as markets, bakeries, clothiers, druggists, furniture, groceries, hardware, millinery, piano, plumbing, boot and shoe, tailor and fruit stores, also by dentists, expressmen and photographers. These slips represent what you purchase and when presented on the first of the following month four cents is returned to you on every dollar expended. It is just like finding money for it is pure gain and comes neither out of you or the merchant, directly or indirectly. The Eagle Company also conducts a free employment bureau, where no fee is charged and is one of the best equipped in the state. Information is also given about rooms, tenements, boarding places and the buying and selling and exchanging of property. Last month they instituted their "Red Flyer" nickel service whereby all small parcels are delivered within the city limits for five cents. This was a crying necessity and has proven very popular.



HIS HONOR, MAYOR AVERY.

Holyoke High School from City Hall Tower. One Mile Away.
Geo. P. B. Alderman, Archt.



DUSTDOWN.

The servant girl question has been solved, the busy housewife made happy, by the introduction into Holyoke of the incomparable "Dustdown," a Japanese dust collecting powder which absorbs and kills the dust and germs. No carpets need be taken up, just simply begin at one end to sweep with the powder, and, Eureka! it dry-cleans and brightens your carpets and rugs. It is a powerful disinfectant, kills all bacteria and disease breeding germs, purifies the air and leaves a pleasant odor in the room. It is also used on hardwood, tile and polished floors, while for lace curtains, draperies and furniture, it is in a class by itself. R. R. Nickerson, of 15 Main street, is the agent, and he controls Western Massachusetts, Northern Connecticut, Southern New Hampshire and Vermont. "Dustdown" can be purchased in 25 cent packages by the keg, pail, half barrel or barrel, and one cent a week will eliminate all dust and gloom. As the Scotchman says, "It's weel' worth trying."

MURRAY'S RESTAURANT.

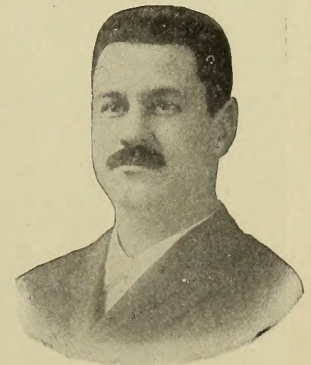
Modern in equipment, up-to-date in service and moderate as to prices, Murray's Restaurant, 251 High street, stands unrivalled in Holyoke and continues to gain in popularity and patronage. For a substantial meal there is no better place in the city, the cooking being unsurpassed, the food the best and the serv-

ice first class in every respect. A regular twenty-five cent dinner is a great attraction and those who eat here say it cannot be equalled for the money in Holyoke. The lunch counter is well patronized and twelve tables are set for diners. In summer a great specialty is the ice cream, the product being made of pure cream and the surroundings clean and cool, makes it the ideal refreshment parlor. This restaurant is never closed, a big night business being done as well as a large day patronage. For two years previous to establishing his restaurant in 1904, Mr. Murray conducted a lunch room. David F. Murray is a Holyoke boy and has proven himself the right man in the right place.

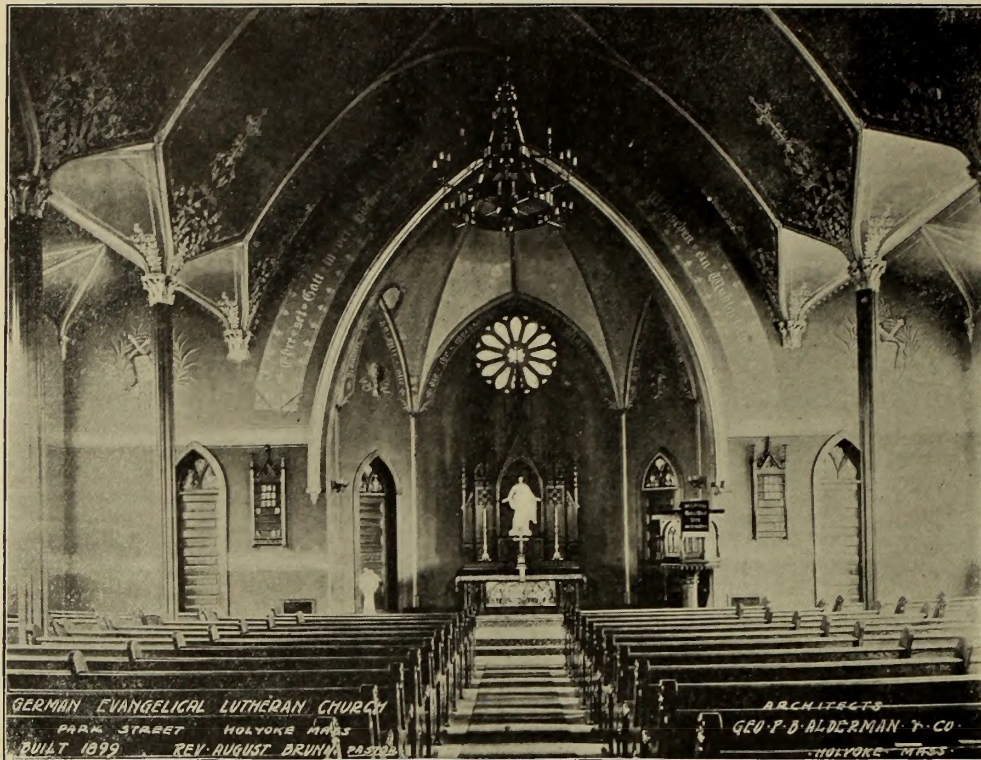
HON. J. D. GODDU.

Established 14 years and always sustaining a merited reputation for reliability of service, the liberal and prompt adjustment of losses and representing many of the foremost companies in the country, is the well known insurance agent, Hon. Joseph D. Goddu, 21 Prospect street. The following time-tested and thoroughly sound fire companies are represented: Security of New York, Reliance, Providence-Washington, Commerce, Milwaukee and Albany. In life insurance Mr. Goddu represents the Fidelity and Prudential, in accident the Maryland Casualty and in bonds the Public Security. Mr. Goddu is agent in Holyoke for the Hartford and New

York Transportation Co. For 18 years he was principal of one of Holyoke's evening schools, has always taken a deep interest in city and national affairs and in 1906 was a member of the legislature, a position which he filled with great credit to himself and his adopted city of Holyoke. Mr. Goddu was born in the Province of Quebec and has been in Holyoke for 40 years. He has been one of the most prominent of our French-American citizens and has aided greatly in the naturalization of many of his com-



patriots. He is president of the Saint Cesaire Cercle of the United States, a society with over four hundred members, is a member of the St. Jean Baptiste, F. of A., Heptasophs, C. M. B. A. and the Holyoke Republican Club. He has been director of the Harmonie Band of Holyoke for several years. In 1907 Mr. Goddu was appointed sealer of weights and measures, a position he has filled honorably and conscientiously.



JOHN T. ROY CO.

Widely and favorably known as an expert framer and gilder and doing a large business with a continual increase in patronage is the John T. Roy Co., located in the Roy Building, 168-170 High street. Pictures are framed in all



styles, in medium and finest grade frames, while old frames of mirrors and pictures are re-gilded and mirror plates resilvered. In books and stationery the

John T. Roy Co. have a varied assortment, making a specialty of religious and church goods. At all times there are in stock 100,000 illustrated postal cards, a selection hard to beat in Western Massachusetts. Here one can see the largest assortment of sheet music in the city including the old favorites and the latest songs of the day. Typewriters are sold and exchanged, typewriter ribbons kept in stock and the agency held of the peerless Oliver typewriter. Mr. Roy was born in the Province of Quebec and came to Holyoke in August, 1884, establishing this business the same fall together with the French weekly newspaper "Le Defensum." The latter was published until 1898, when like so many other journals ceased its existence. Mr. Roy's first stand was at 291 Main street and in 1890 moved to 144 High street, only to change afterwards to 182 Lyman street to a building he owned. Six years ago he purchased the four story brown stone block at 168-170 High street and has made it one of the drawing places of the city. Mr. Roy, fraternally, is a member of L'Union St. Jean Baptiste D'Amerique and L. O. of Heptasophs.

H. HIGHLAND.

Prominent among the leaders in photographic art in Holyoke and second to none in excellence of execution is H. Highland, with studio at 464 High street. Mr. Highland has been established one year and is the successor to Lea the photographer. He has practiced his art in many centers and was here with Lea for seven years. Photography of every description is done in the most satisfac-

tory and modern manner including sepia work, enlargements, group portraiture, while a specialty is made of children's portraits. Mr. Highland was born in Sweden, a country which has given to the United States many of her best photographers, not to forget Schreve, photographer to President Taft. Mr. Highland has proven himself an exemplary citizen and an artist of no mean order. Mr. Highland is a member of the A. F. & A. M., and the Swedish Order of Vasa. Most of the souvenir postcards of Holyoke and vicinity are from views taken by Mr. Highland.

GEORGE H. HILL.

Extensively engaged in the manufacture and sale of rubber stamps, stencils, etc., is George H. Hill, with spacious workrooms and office in Room 505, Senior Building. Rubber stamps of every description are made to order, also steel stamps, stencils, burning brands, and a specialty made of stencil devices for office and factory work. Many stamps, dating devices and numbering machines are kept in stock and all necessary supplies. Mr. Hill has not only a large trade locally, especially with the mills, but also orders pour in from nearby towns. He was in Philadelphia for twelve years in the same business, then moved to Springfield and in 1898 came to Holyoke. Mr. Hill was born in the city of Bridgeport, Conn., resides at 1 Magnolia avenue, and is highly esteemed for his many good qualities of citizenship.



CONN. VALLEY REAL ESTATE AGENCY.

The real estate, loan and investment business of F. R. Cardinal, manager of the Conn. Valley Real Estate Agency, located in Room 8, Caledonian Building, was established in 1900, and during that space of time it has proven very successful and has gained a merited reputation for reliability of service. Real estate is bought and sold, buyers found for those desirous of selling property, mortgages and loans negotiated, estates and properties cared for, rents collected and profitable investments secured for clients. A great business is done in farms, blocks, houses and building lots and all operations are marked by modern methods and progressive effort. Two capable salesmen are employed. Mr. Cardinal was born in the Province of Quebec and back in the stirring political days of the seventies after the confederation of the provinces was accomplished, he was for seven years a paymaster for the government. For several years he was agent, with headquarters in Montreal, for the Grand Trunk, Montreal and Plattsburgh, Rutland and Vermont Valley and the Rensselaer and Saratoga railroads and the Lake Champlain steamers. He came to Holyoke in 1880 and for several years was engaged as a merchant. Mr. Cardinal is a noble example of the sturdy old

French-Canadian stock which has come out of Quebec and left a lasting influence on the business methods of New England. He resides at 714 Dwight street.

R. R. NICKERSON.

Included in the leading and largest operating concerns in Hampden County in the handling of stationery, office and store supplies, periodicals and magazines with retail stationery store at 15 Main street is that of Ruel R. Nickerson. Mr. Nickerson has been established twenty-five years, six at this location. Select lines of fashionable and medium grades of writing papers are carried, office and school supplies of all kinds, blank books, etc. For typewriters he has papers, carbons, ribbons and stands, and everything for an office whether it be card indexes, waste baskets, paper clips or letter presses. Here also can be seen toilet papers, twine of all kinds and blank and account books of every description. Mr. Nickerson's selections of daily and weekly newspapers, magazines and most read novels are unequalled in the city. Six clerks are necessary at this important Main street store. Mr. Nickerson was born in Central Falls, R. I., but for many years has resided in Holyoke. He is a member of the Holyoke Club, Holyoke Canoe Club, Bay State Club, Y. M. C. A. and G. A. R.,

having served in the Civil War in Companies D. and F., 11th and 19th United States Infantry, Army of Potomac, and Atlantic Coast Division.

THE TAYLOR PORK SHOP.

Lovers of English table delicacies and cooked foods are largely patrons of John W. Taylor, 490 High street, the well known proprietor of Taylor's Pork Shop. Genuine English cooked foods are obtainable here, with all the features of the old country and always giving the utmost satisfaction. They include such viands as English polony beef, pork and sausage, pork pies, hams, bacons and bolognas, and during the winter season famed English puddings, all cooked as at the "old house at home." Those who are unacquainted with these hearty dishes should lose no time in getting acquainted with Mr. Taylor's unrivalled products. He is a Lancashire man and knows how to tickle the palates of all men as well as Englishmen. He also keeps in his store canned goods, candies, pickles, etc., and has a fine refrigerator to keep all products cool. Mr. Taylor does also a wholesale business and keeps one help and a team. Mr. Taylor came to Holyoke from England twenty-two years ago, but for eight years resided in Rhode Island. He learned this business in England and is also a machinist by trade. Mr. Taylor is a highly respected member of the community and is affiliated with the Sons of St. George.



THE NEW CITY NATIONAL BANK BUILDING.
HOME OF THOMPSON'S BUSINESS SCHOOL.

THOMPSON'S BUSINESS SCHOOL.

Occupying part of the fifth floor of the handsome Senior Building, 380 High street, metropolitan in equipment, and modern in methods, is Thompson's Business School, ranking with the foremost similar educational institutions in New England. It was established in 1900 by Miss Hannah Thompson and the staff of teachers for 1910 are C. T. Cragin, his son, C. E. Cragin, and Miss Lillian C. Downing. It is the purpose of this institution to thoroughly qualify young people for the actual battle of life, to give them a business education that will enable them to fill in all respects, responsible positions in stores, offices and factories; that the school does this is proven by the many graduates who today are occupying good positions in Holyoke, Boston, New York, New Jersey, Pennsylvania, Ohio, and various other cities and states. In fact, it is said that more positions are offered every year for students who take the regular course than it is possible to fill. Individual instruc-

tion is given in the various departments, which include the actual business department, shorthand (Pitman) department and English department, all sub-divided and specialized. Mr. Cragin is at the head of the bookkeeping department and besides his twenty years as a teacher in United States and Canada, he has had ten years' experience of actual office work with large manufacturing companies. His son, C. E. Cragin, is a graduate of Thompson's Business School, class of '08, and is assistant in the bookkeeping and typewriting department. Miss Thompson has charge of the shorthand and is considered one of the leaders in the state as an exponent of the great Sir Isaac Pitman. The regular fall term of the day school begins Tuesday, September 6, and the night school, Monday evening, September 12. Persons desiring further information regarding this unrivaled school, and its methods, should apply for a catalogue, well written and handsomely illustrated.

LOUIS E. LABELLE.

Notable for the general excellence of its products and thorough reliability of service, the bakery of Louis E. Labelle, 22-26 Erlene street, Willimansett, stands among the leaders in Chicopee and is

second to none in popularity. Established in 1902 this modern and finely equipped bakery has steadily advanced in the estimation of the people and rapidly gained in patronage. Mr. Labelle has a large trade in Holyoke, especially in

Wards 1 and 2, and his bakery goods have no superior in the two cities. The best baked beans and brown bread are obtainable here Saturday evenings and Sunday morning. The baking is done under strict conditions of cleanliness and the best of flour and only pure ingredients used. He requires nine help and three teams. Mr. Labelle is a practical baker and has had several years' experience. He was born in Quebec and has proved himself an energetic and honorable citizen.

PRESTON-MOORE ELECTRIC CO.

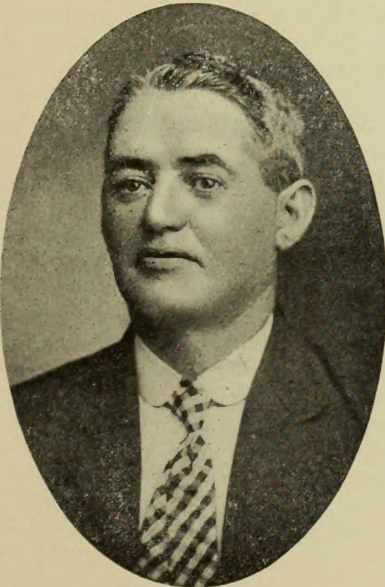
When asked to define electricity the great Edison declared it was impossible of definition, that it was an unknown power yet in its infancy. All the same the Preston-Moore Electric Co., located in the new City National Bank Building, are doing a good deal in Holyoke and nearby towns with this wonderful power. They are electrical contractors and dealers in electrical supplies of every description. A specialty is installing and repairing and also storage batteries. Gas and electric fixtures are kept in stock and they keep in touch with the very latest improved designs on the market. Ernest T. Preston and Clifford S. Moore became established in November of last year, having for several years previously been with electrical contractors in the city. Mr. Moore also obtained an expert knowledge of his trade in Boston. They employ two men and the future looks very encouraging. Many of the best residences in the residential section can show work executed by this young but enterprising firm.

HOLYOKE ELECTROTYPING CO.

An industry of Holyoke established four and one-half years ago, and incorporated in July, 1906, which has gradually forged to the front is the Holyoke Electrotyping Company, located at the corner of Cabot and Bigelow streets. This concern are general electrotypers, guaranteeing that all work turned out by them such as half-tones, curved plates, etc., will be as good as money can buy and will be finished without delay and at the time promised. Merchants or manufacturers desiring mortised plates or cuts of their stores or plants will find the work of the Holyoke Electrotyping Company to compare with the best of the big cities. The work done is practically for local concerns, but orders from outside towns are filled at short notice. J. S. Thrall, the president of the company, lives in Rockville, Conn., and Edward C. Kohler, the treasurer, resides at 42 Taylor street. Mr. Kohler is a practical man and for two and one-half years was in the Philippines, and was instructor in the bureau of public printing. He was born in Buffalo, N. Y., and is a member of the A. F. & A. M., I. O. O. F., and R. A.

JOSEPH L. R. ARCHAMBAULT.

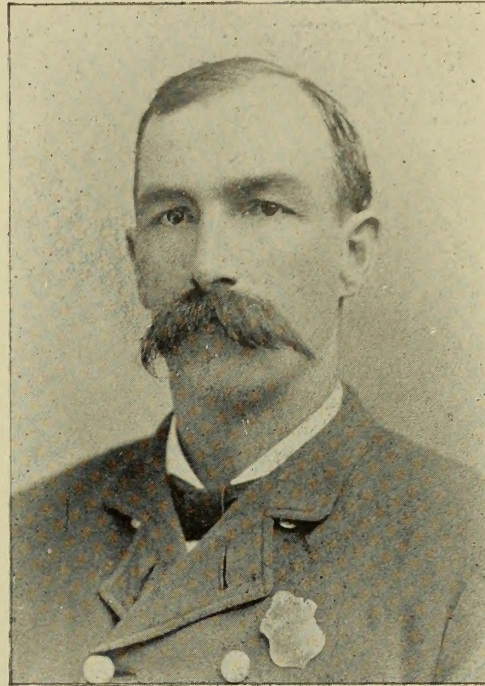
Among the leading stone contractors and stone masons of Western Massachusetts is Joseph L. R. Archambault, with spacious yards at the foot of Ely street. Established eleven years, Mr. Archambault has, by using the best of granite and stone, personally supervising all work and giving careful attention to details, worked up a business second to none in the county of Hampden. He is a retail and wholesale dealer in Longmeadow sandstone, also in Round Hill Kibbe brown stone and from these he has cut some of the best building blocks ever seen in Holyoke. In monumental work, he can fashion cold dark stone into monuments and memorials of striking beauty and most artistic conception, excelled by none anywhere. Cemetery memorials, tablets and monuments of various description are manufactured from the highest and most serviceable grades of granite, and all work guaranteed to prove as represented, with prices as low as good work and reliability of service will admit.



Mr. Archambault makes a specialty of large mill and dimension blocks. His quarry is at East Longmeadow, where the plant is equipped with modern machinery, pneumatic tools and devices. Mr. Archambault came from his native Province of Quebec to Holyoke thirty years ago and has been very successful in business. Fraternally he is a member of Court Mount Royal, No. 32, Foresters, Artisans and St. Jean Baptiste.

JAMES DUNN.

Prominent among the most proficient and best known young electrical contractors is James Dunn, located on Essex near High street. Mr. Dunn has been engaged in this trade for many years but only became established the first of



W. H. ABBOTT.

W. H. ABBOTT.

One of the oldest of our many industries is that of the soap manufacturing business of W. H. Abbott, Smith Ferry. To be established as long ago as 1869 and to be run successfully ever since is a credit, and it certainly belongs to Mr. Abbott. In 1888 he brought the business to Holyoke and from that date it has been one steady increase of trade and today fifteen men are employed and eight teams, including two double teams at Northampton. The soap has no superior on the market and is classed as laundry, soft, hard and the famed silk soap. Abbott's pail soap is used especially for washing, the chipped kind is put up in barrels and sold all over New England to laundries, while the silk soap, encased in a wrapper, has no equal in the local market. He also renders tallow and house grease and manufactures a superior fertilizer. Mr. Abbott's sales

are not confined to Holyoke for his teams go to Amherst, Easthampton, Florence, Hadley, Northampton and other centers. He uses only the purest of ingredients, has a plant and warehouses ample for an increased trade and a faith in the article manufactured. Mr. Abbott was born in North Reading, Mass., and when nine years of age moved to Medina, O. He enlisted in Co. I, 29th Ohio Volunteers, during the Civil War, and served three years and eight months. At close of war he went to Northampton and began to learn the trade of manufacturing soap, a business which he has followed ever since, with credit and success to himself. Mr. Abbott is highly esteemed in social and commercial circles and is a member of Kilpatrick Post, 71, G. A. R., and the A. F. & A. M. He is interested in real estate, especially in the Highlands and resides at 169 Allyn street.

May being the successor to T. F. Monaghan. He is gradually building up an increasing patronage, gaining as well a reputation for reliability and efficiency of service. Bells are put in and repaired, also watchman's clocks and speaking tubes, electric light and power plants installed, electrical wiring and construction done and supplies of all kinds dealt in. Mill work is a specialty and besides Mr. Dunn is agent for the famed Wagner Motor and he has installed several in the city. Mr. Dunn was born in Ireland and came to Holyoke in 1903. He requires two help and is highly esteemed. Mr. Dunn is a member of the A. O. H.



Y. M. C. A. BUILDING.



MCDONALD PLUMBING CO.

Prominent among the foremost and most extensively operating plumbing and heating concerns in Holyoke and unsurpassed in reliability and proficiency of service is the widely known McDonald Plumbing Company, with workshop at the corner of Appleton and Railroad streets. Mr. McDonald began the trade of plumbing forty years ago, and twenty years ago this month his partner, W. A. Sparrow, began to learn his trade with him. Leading features are all branches of plumbing, including scientific ventilation and drainage, the sanitary installation of bath rooms, tinning and the most approved system of steam and hot water heating. From five to fifteen skilled help are required. To enumerate the many monuments to their plumbing abilities would be impossible in the space allowed, but suffice to say as a

firm or individually they did the La France Hotel, Rutland, Elm, Suffolk and Sonoma Blocks, Morgan and Kirkland schools, besides residences in all parts of the city. W. A. Sparrow, the manager, and Robert McDonald, were both born in Huntington, Eastern Township, P. Q., and are both practical workmen. Mr. Sparrow before forming a partnership last year with Mr. McDonald was for four years of the firm of Sparrow & McTigue. Mr. McDonald is president of the Veteran Fireman's Association, and a member of the Knights of Malta, while Mr. Sparrow is past chancellor of Connecticut Valley Lodge No. 28, K. of P.

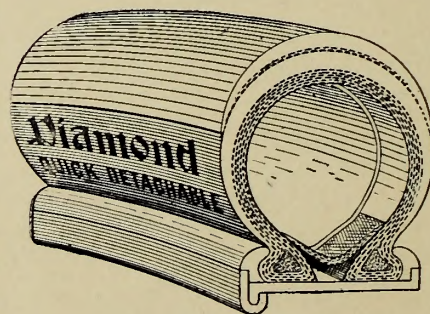


THE TOGGERY SHOP.

By the establishment of the modernly managed gentlemen's outfitting house, known as the Toggery Shop, 302 High street, the people of the city of Holyoke gained a more favorable opportunity to purchase the very highest grades of goods known to the clothing and furnishing goods trade. It is a top-to-toe outfitting house, where can be obtained all that is desirable for men's wear, that of youths' and boys' also. Not only ready-to-wear clothing from foremost manufacturers but fashionable hats, ties, vests, collars, shirts, umbrellas, bags, suspenders, dress suit cases, trunks and a host of nice things for holiday gifts. They are all here—quality right, prices moderate. Charles R. Dunbar, the proprietor, requires the services of six clerks and is fast making this corner the fashionable gent's furnishings place of Holyoke.

YOERG TIRE AND RUBBER CO.

Proficiency of service, modern methods and prompt execution are decided features of the business conducted by the Yoerg Tire and Rubber Company, 496 Dwight street. The finest grades of solid and pneumatic tires are applied, including all sizes and descriptions of bicycle and automobile tires, also tire accessories, all goods guaranteed to prove as represented. Mr. Yoerg is always in call for any repair work needed in any part of this section of the state. To meet the demands an immense stock of Diamond and Shawmut tires are carried. The company are distributing agents for the Diamond Rubber Company, Continental rubber goods and solid and pneumatic tires. Among the specialties are vulcanizing, retreading and solid tire work. This is one of the finest repair work shops to be found anywhere and five skilled workmen are employed. Though established as late as



April, 1909, Mr. Yoerg was no novice, for he had several years previous experience. He lives in his native town of South Hadley Falls, is a member of the Elks, and is considered a business man of progressive effort.

PHOENIX BUILDING.

There is no doubt about the fact that Holyoke is progressing along the building line as well as in the many other lines, for with the erection of the Phoenix Building during 1909 and 1910, Holyoke has gained a great modern and metropolitan structure, comparing favorably with the most modern of the buildings in the larger cities. Located in the commercial heart of the city, facing Dwight and Maple streets, it is ideal both for business and residential purposes. The outward structure is of brick. The entire weight of the building is sustained by a heavy steel frame. This steel frame is covered with Portland cement construction. The floors are of Portland cement. All partitions are made of hollow tile blocks. There are six stories, and a basement with a frontage of one hundred and twenty feet both on Dwight and Maple streets. There are nine stores of handsome and substantial finish and most stylish entrance and show windows.

There are many offices, each provided with hot and cold water, ample light and air; when one considers the central location of these offices and that this building is fireproof throughout together with elevator service, then it is realized that here is a good place to do business. A word should be said about the plumbing. This work is being done by the well known firm of Carmody & Sullivan, and is of the best and latest construction for this kind of a building.

Besides the offices there are here many first class chambers, arranged to suit the most critical, an ample supply of light, air, hot and cold water, new furniture and fixtures are provided and of course the fireproof qualities and the elevator apply to this part of the building also. These rooms are rented in single or suite with or without private bath. On the two upper floors, where the view and the air are still better and it is quieter, there are a number of apartments ranging from two to five rooms, all fitted up with the latest improvements. Inspection of this modern and fireproof building is invited. The owners are the Phoenix Realty Associates, the trustees of which are E. L. Lyman, E. C. Bliss and J. J. Ramage.

Mr. L. L. Bridge of Springfield was the architect and engineer. Mr. F. H. Dibble took the contract to finish the building when the steel and cement work was finished.

NATIONAL PLATING WORKS.

Among the diversified industries of Holyoke must be mentioned that of the National Plating Works, under the efficient proprietorship of F. J. Millea and located at Front, corner of John street. The business covers a wide range of



THE PHOENIX BUILDING, MAPLE AND DWIGHT STREETS.

E. L. LYMAN.

Notable as it is in many respects, including its large cosmopolitan population, our city can only lay claim to a comparatively few large modern markets. A leader among these great food supply houses is that of Edson L. Lyman, located in the Phoenix Building, 594-596 Dwight street. Mr. Lyman caters not only to the demands of the most particular people, and absolutely meets these demands, but he brings the finest supplies within the reach of the masses. To enumerate the goods carried would be to describe a food fair, and they include all that is reliable in fresh and cured meats, fish from the ocean, poultry from reliable poultrymen, canned goods and provisions of packing, the world celebrated Occident and Washburn-Crosby flours, table delicacies and bottled condiments of highest quality,

fancy groceries in profusion, choice teas, coffees and cocoas, the best products of the farm and dairy, all the popular breakfast foods, etc. Mr. Lyman has been established since 1888, but only in the Phoenix Building since February of this year. Advantageously located and affording a special service to out-of-town people, its success is more than assured. Mr. Lyman is a native of South Hadley, and started in business in a small way, has increased his trade and kept pace with the growth of Holyoke, so that now he requires sixteen clerks, two teams, and an auto delivery service. His store with its new furnishings, unsurpassed window display and artistic arrangement of goods on shelves and counters is one of the most attractive store exhibits in Massachusetts. Mr. Lyman is numbered among our leading and most progressive merchants, held in high personal and commercial regard.

EMMA M. GINGRAS, O. D.

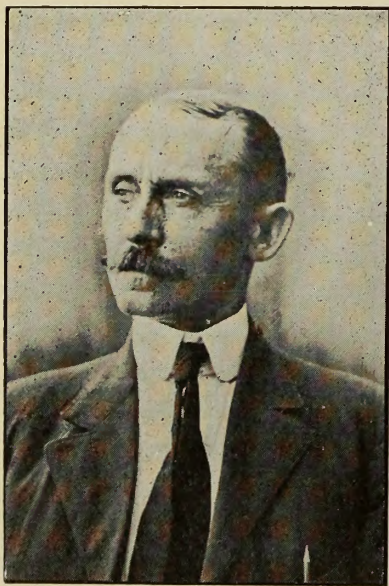
Holyoke's widely known eye specialist, Dr. Emma M. Gingras, 255 High street, has been established eight years. During her active practice Dr. Gingras has gained an enviable reputation for reliability of service and honorable business methods. Dr. Gingras is a graduate of the New York Optical School and a post graduate optometrist of the de Rothschild Hospital of Paris, France, and with this thorough knowledge as a start together with the experience gained since she is in a position to give as critical an examination of the eyes as in the best of the big cities. Dr. Gingras' office hours are from ten to twelve m., two to five p. m., and

work in plating and is done largely for factories and churches, requiring the finest and most serviceable plating. Gold, silver, nickel, copper and brass plating are leading features, also polishing, chemical bronzing, lacquering and copper oxidizing. Much of the plating or replating is done on chandeliers, gas and electric fixtures, brass bedsteads and metal fittings of various kinds, all work guaranteed to prove satisfactory. All modern and proficient devices and facilities for rapid and thorough work is in service and help to the number of four is employed. The business has been established six years and has proven very successful. Mr. Millea resides in Springfield.

Thursdays and Saturdays seven to nine p. m. Dr. Gingras is a daughter of A. F. Gingras, the well known funeral director and livery stable man. She is the only lady optometrist established in the Western part of the state and is also a member of the Massachusetts Optical Society.

JOSEPH A. PELTIER.

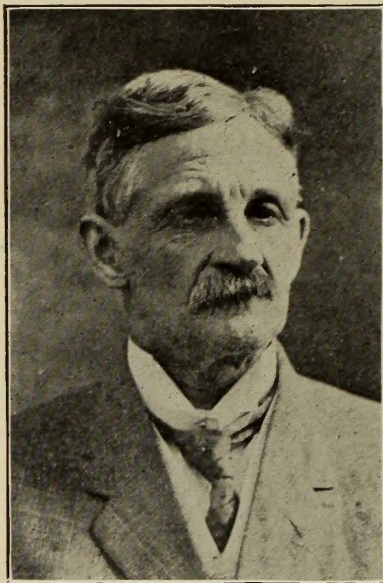
The pioneer and oldest established grocery and meat market in Ward One is that of Joseph A. Peltier, 91 Center street. Established twenty-seven years ago he has seen many start in business only to sell out or fail up after a short space of time. Not so with him and as they say in Battle Creek, "There's a reason." His market has always been recognized for the sanitary methods employed, the high class of meats and groceries handled and not to be forgotten the courteous treatment given to all customers. These methods have caused him to win and today there is no more popular place to trade than with Joseph Alexander Peltier of Center street. His store is replete with goods to be found in a modern 1910 grocery, his meats are purchased daily and his stock turned over quickly, thus ensuring freshness at all times. Two clerks and one delivery team are necessary at this old established but modern in methods market. Mr. Peltier is one of our most progressive



and honorable French-American citizens who has made a success strictly on his merits. He has always been interested in city affairs, for three years was a councilman for Ward Three and fraternally is a member of St. Jean Baptist and Artisans.

C. P. LYMAN.

Prominent among the foremost and most proficient plumbers and tinsmiths of the city, and with salesroom and workshop unsurpassed is C. P. Lyman, located at 141 Main street. Mr. Lyman became established thirty-eight years ago



and is thus classed among the oldest plumbing firms of the city. Plumbing in all branches is executed in the most modern and satisfactory manner, including sanitary drainage and ventilation, the installing of the most approved bathroom and heating systems, cornice and roof work of all kinds and metal and sheet iron work of every description. In stock is carried a large and varied assortment of plumbers' supplies, refrigerators, bathroom necessitates, gas and oil stoves and gas fixtures and mantles. From twelve to fourteen skilled mechanics are employed. Mr. Lyman was born in Agawam but has resided in Holyoke the best part of his life. He is a member of the K. of P. and Bay State Club, and has a high standing in commercial circles.

W. L. BISHOP.

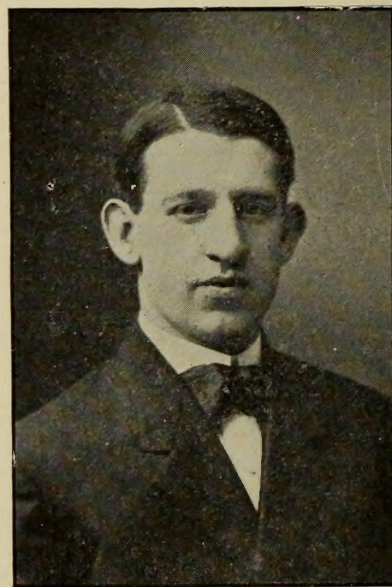
Extensively operating, modernly and adequately equipped and second to no similar concern in the correct handling of furniture and pianos is W. L. Bishop, 65 Main street. The business was established in 1878 and today he employs from two to six help. Light teaming of all kinds is done with the utmost care by thoroughly reliable and experienced men. All operations are marked by prompt service, moderate charges and modern methods. Baggage is transferred to any part of the city and a telephone call will have one of Mr. Bishop's teams immediately at your door. Mr. Bishop was born in Belchertown, Mass., and came to Holyoke in 1872. He served in the Civil War as a member of 31st Mass. Regt., Co. F., serving

four years. He has many friends in Holyoke and fraternally is a member of the I. O. O. F., Rebekahs and Golden Cross. He resides at 75 Linden street.

Hanging in the parlor of Mr. Bishop's residence is a large framed document on which is inscribed the following official war record of Mr. Bishop: Enlisted from Belchertown and was mustered into U. S. service November 11, 1861, as private to serve three years in Co. F., 31st Regt. Mass. Vol. Inf., and was discharged February 16, 1864, to re-enlist in same company and regiment February 18, 1864, as sergeant. He received wounds in his arm and head during his service and participated in the following engagements: Siege of Port Hudson, La.; Bayou Teche, La.; Cane River, La.; Hudnot's Plantation; Gellou Bayou. During his service the company spent most of the time in Louisiana and the balance in Florida. The company was under fire many times. Sergeant Bishop was discharged, September 9, 1865. His great grandfather, Seth Bishop, fought at Lexington. He is buried at Belchertown.

GEORGE A. ST. MARTIN.

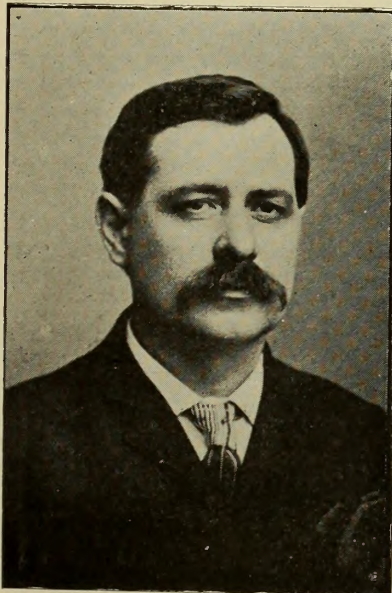
The popular Ward 2 pharmacy of George A. St. Martin, 31 Hamilton street, has been established since 1908, and during this short space of time this drug store under his progressive and enterprising management has gained a reputation second to none, and is headquarters at this section for the filling of physicians' prescriptions. Here can be found pure drugs and chemicals, toilet articles and preparations, fine rubber goods, sick room supplies and most advertised remedies. Cigars, confectionery



and chocolates are kept of the first quality and a soda fountain operated. Two clerks are employed. Mr. St. Martin has had considerable previous experience as a drug clerk, is a graduate of the Boston School of Pharmacy and is highly respected by professional and business men. He resides at 28 Essex street and is a member of St. Jean Baptiste and Mount Royal Court F. of A.

NAPOLEON BAIL.

The largest and most up to date shoe repairing establishment in Holyoke, and second to none anywhere in proficiency of service is that of Napoleon Bail, 154 High street. The business was established by Mr. Bail twenty-two years ago and has proved a decided success with a steady gain in patronage. The latest improved machinery, driven by electricity is operated with every facility in service for prompt and perfect work. Footwear of every description is repaired in the most modern and satisfactory manner, with charges reasonable and twelve workmen are employed. Four years ago Mr. Bail put in a nice line of boots, shoes, slippers and rubbers and has now a brisk trade, a specialty being the King Quality Shoe. He came to Holyoke from his native Province of Quebec in 1881, became a citizen in 1888



and for a time worked in one of the factories. Mr. Bail is a member of St. Jean Baptiste and has not only gained success but many friends in Holyoke.

AMERICAN WINDOW CLEANING COMPANY.

Pronounced by the leading business men of Holyoke to be a necessity and wondering how the gap was filled before being established over four years ago, is the American Window Cleaning Co., of 189 High street, with branch office at 275 Main street, Springfield. The question of keeping windows and stores the acme of cleanliness has always been a difficult question to solve, but today this concern looks after all this by a monthly contract with the owner. They employ only skilled, reliable and neat appearing workmen to the number of twenty-eight who not only clean windows but scrub floors—in fact guarantee to keep stores, offices and houses "spick and span" at all times and in all seasons. Among

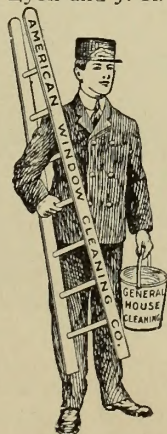


H. O. BEAUCHAMP.

Many people in Ward Two rejoice in the fact that they have located there one of the best bakeries in entire Holyoke, that of H. O. Beauchamp, located at 578 South Bridge street. Established in 1902, this finely equipped and largely patronized bakery stands unsurpassed in the production of pure food supplies as represented by the master baker's art. These include fine wholesome bread and delicious cake and pastry, wedding cake, handsome in design and pleasing in every way. The mixing and baking departments are models of cleanliness and all utensils, ovens, etc., are kept in perfect condition of sanitation. Mr. Beauchamp's goods are not only sold in his own retail stores and private houses, but stores all over the city demand his products for their customers. Last fall he put in a large and complete line of groc-

eries and it has proven a paying investment. He is agent for the unrivalled Swastika flour. Altogether Mr. Beauchamp employs twenty-one help and has four delivery teams. His trade is expanding each year, all due not only to his class of goods but to his courtesy to his customers. Baked beans and brown bread are sold on Saturday evenings. He sells wholesale and retail. Mr. Beauchamp is a sample of what a young man can do backed by energy and honesty. He came here from the Province of Quebec twenty-two years ago and for a time worked as a carpenter, subsequently starting in as a baker. He owns his own block, stands high in commercial circles and is a member of the Red Men, Artisans and a director of the Monument National Canadian-Francaise building. Mr. Beauchamp resides at 35 Commercial street, a twenty tenement block which he owns.

their many customers are the Hadley Falls National Bank, Mechanics Savings bank, Holyoke National Bank, Holyoke Savings Bank, Park National Bank, A. Steiger & Co., McAuslan & Wakelin, Besse-Mills Co., Naumkeag Clothing Co., Hall & Lyon and J. R. Smith. The



two Radner brothers are considered business men of progressiveness and energy, highly esteemed for their many personal qualities.

KEIGHLEY METAL CEILING AND ROOFING CO.

Among the many firms connected with the building trades is the Keighley Metal Ceiling and Roofing Co. of 123 South street. Established four years ago this firm has stood in the front ranks of similar concerns in Western Massachusetts and is in better position today than ever to furnish estimates in their line. They are extensive manufacturers of sheet metal goods for buildings and construct stamped metal ceilings, sidewalls, wainscoting, and also make improved lap and patent lock joints. Close calculations are made and contracts followed in every particular. The business has been growing steadily. For eleven years Karl B. Kochler, the efficient manager, worked for the firm in Boston and is considered all around to be one of the most practical in Western Massachusetts. He was born in Holyoke and fraternally is a member of the A. F. & A. M., I. O. O. F., Elks and Turn Verein.



PLANT OF THE NEW YORK-NEW ENGLAND COMPANY.

THE NEW YORK-NEW ENGLAND COMPANY.

Among the many interesting industries of Holyoke and one greatly augmenting the manufacture of paper is that of The New York-New England Company, with modern plant at 76 Ely street. The products are cover, calendar, and photograph papers, card board, mounting board, etc. The output goes all over the country, much being exported to foreign countries. The plant of the concern has all necessary machinery and every facility for rapid and perfect construction.

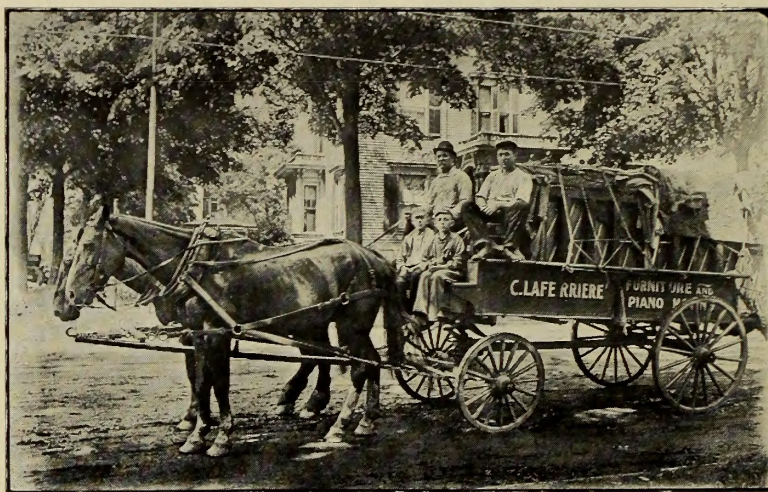
THE VAN NORMAN STUDIO.

The people of Holyoke are fortunate in having located here, one of the finest, best equipped and most serviceable photographic studios in Western Massachusetts, the widely known and largely patronized Van Norman Studio, 473 Dwight street. The business was established twenty-five years ago in Springfield, the present location being 1 Massasoit Court, next Massasoit House, and in Holyoke, six years ago though under present management only since September, 1909. High class photography in all branches is executed in the most modern, artistic and satisfactory manner, including sepia work, enlarging, group portraiture, etc., a specialty being for college classes at Amherst, Smith and Mt. Holyoke, also Williston Academy and Holyoke High School. All work is guaranteed to prove satisfactory and especial attention given to correct and artistic posing. The proprietors are George H. Van Norman and G. A. Waters, the former attending to the work in Springfield, the latter in Holyoke. Both gentlemen reside in Springfield and have a high personal and commercial standing in both cities. Mr. Waters for twelve years was with Purdy, the famed Boston photographer, as chief operator and consequently is classed with the best in the state.

Employed are fifty people and the plant is running steadily to fill orders. This is a new concern, incorporated April 5, 1909, and is officered by Henry Taylor, president; Frederick E. Quirk, vice-president and secretary, and Thomas L. Fleming, treasurer. The officers are all local men, young and aggressive and thoroughly imbued with the Holyoke spirit. Mr. Quirk for a number of years was with the Ely Lumber Company, and Mr. Fleming held a lucrative position with the Buchanan & Bolt Wire Company.

ROCK AND FRASER.

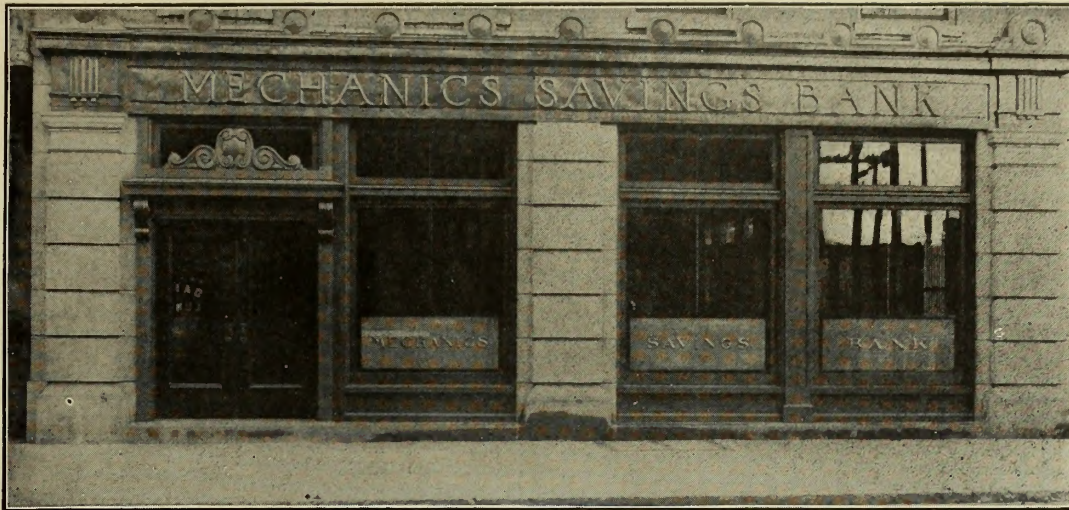
In keeping with Holyoke's supremacy along certain industrial and educational lines is the Highland Bakery of Rock & Fraser, foremost in our city in plain and fancy baking, with its unrivalled products sold both wholesale and retail. The business was founded by Leslie C. Rock and his brother six years ago, at 904 Hampden street, and on the retirement of the latter three years ago, William R. Fraser became a member of the firm. So great was the success of Rock & Fraser that two years ago another bakery was opened at 60 Center street, and today twenty help and three teams are a necessity. The work rooms are perfect as to cleanliness and sanitation and only the leading brands of flour and pure ingredients used. All operations are marked by modern methods and the service in the stores is metropolitan in every feature, attracting the attention of particular and discriminating people. They are Vienna and fancy bakers, the bread being put up in waxed paper, while the cake and pastry are considered the acme of perfection in the master baker's art. Mr. Rock was born in York State and Mr. Fraser in Scotland, the latter being a member of the Caledonian Society and both are considered progressive and alert to 20th century advancement.



CHRISTOPHER LAFERRIERE.

For reliability and prompt service, reasonable charges and satisfactory results, Christopher Laferriere, the widely and favorably known mover of furniture and pianos, located at 201 Main street, stands unrivalled in our city. Established in business July 4, 1907, he has constantly met all demands of the public and steadily advanced in proficiency of service, resulting in a continued gain of patronage. No job is too small that Mr. Laferriere will not tackle and is very par-

ticular in his methods. A special feature is the cleaning, steaming and laying of carpets, and in this he is in a class by himself. Not only does he renovate feather mattresses but he makes them and has always given the best of satisfaction. Mr. Laferriere is assisted by his two sons, Frederick and Joseph, who are Holyoke boys, born in Ward two. Mr. Laferriere was born in Plattsburg, N. Y., and has been in Holyoke since 1883. He is doing a nice, clean, legitimate business, and in the near future will branch out with more help and teams.



MECHANICS SAVINGS BANK.

There is no question as to the advisability of opening a savings bank account, and, when once started, most people find it easy to make a steady, even if not large, increase in deposits. No safer or better banking institution in Western Massachusetts can be found than the Mechanics Savings Bank, located at 349 Dwight street. Accounts are opened on any business day from \$1.00 to \$1,000

and interest commences on February 1, May 1, August 1 and November 1, and dividends payable May and November. Of recent years interest rates have been four per cent. The bank was incorporated March 16, 1872, and it is one of the strongest institutions in the state with a long and honorable record for useful and beneficial public service.

President, Lemuel Sears; vice-presidents, Henry E. Gaylord, Edward P.

Bagg, E. W. Chapin; treasurer, I. E. Sawyer; clerk, N. P. Avery; board of investment, Lemuel Sears, H. E. Gaylord, J. F. Ranger, H. G. Sears, C. E. Mackintosh; trustees, Lemuel Sears, H. E. Gaylord, E. P. Bagg, E. W. Chapin, J. S. McElwain, James Connor, C. W. Rider, C. E. Mackintosh, A. W. Esleeck, Timothy H. Fowler, George F. Fowler, H. G. Sears, N. P. Avery, F. M. Smith, F. S. Webber, J. F. Ranger.

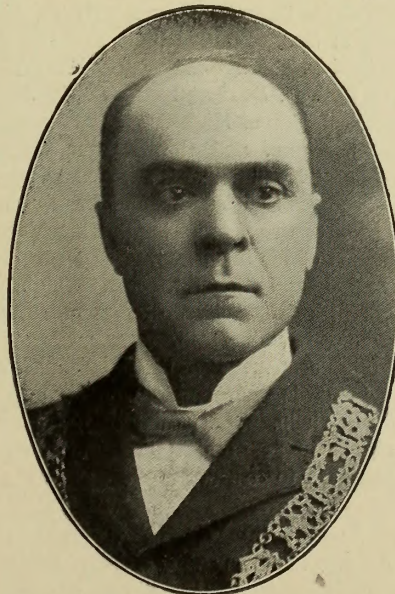
WM. E. NUTLEY.

A well established cigar manufacturer of Holyoke, with an experience of nineteen years, is William E. Nutley, with factory at 580 Hampden street. Before starting in business for himself Mr. Nutley was for years foreman for the late ex-Mayor Connors. He is given the credit of making many of the most fragrant smokes of Western Massachusetts, cigars famed for their aroma and lasting qualities. "Nutley's Hand Made" ten cent cigar is a pure Havana filler with a Connecticut wrapper and "Rosemont," "sweet as a nut" retails for a nickel. These cigars are general favorites and all tobacconists desirous of handling the best goods keep his products in stock. On an average two help are required. Mr. Nutley was born in Joliet, Ill., and has been a resident of Holyoke for many years. His cigars carry the Union Label and their fame extends to many of the surrounding towns.

L. T. BEAULIEU.

Among the most proficient contractors among our French-American citizens, must be included L. Treffe Beaulieu, with an office at 526 Summer street. Mr. Beaulieu has been established in business twenty-three years and during this time has erected many modern and substantial residences and stores in our city. Moreover he has gained an enviable

reputation for carrying out all contracts to the very letter, also for his reliability and general excellence of service in all building operations undertaken. He makes a specialty of repairing and keeps on an average of ten men in his employ.

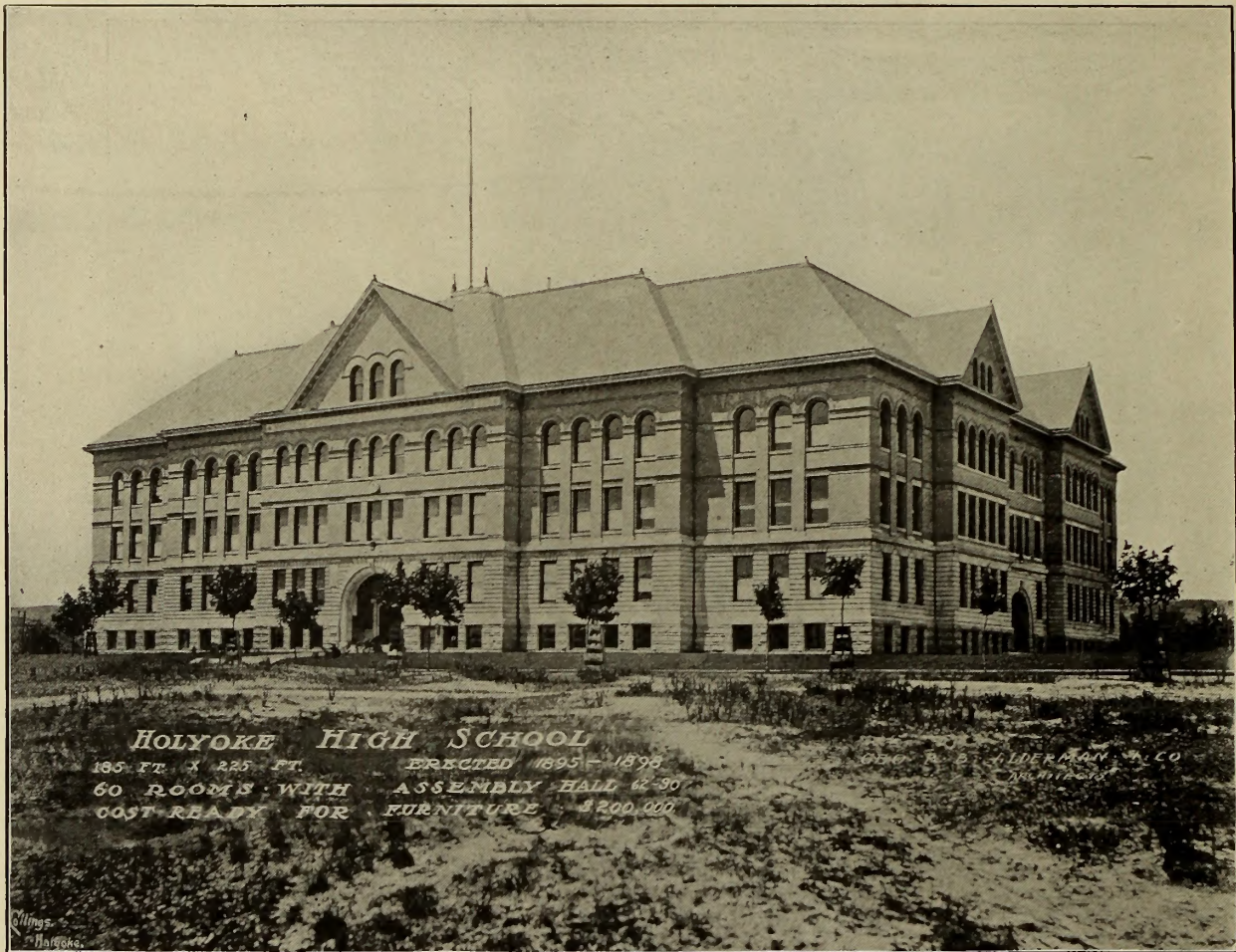


He is well supplied with derricks, falls, ropes, etc., and is thoroughly equipped to do heavy mill work. Since coming to Holyoke from his native Province of Quebec thirty years ago, Mr. Beaulieu has won the respect and admiration of many people. He can be thoroughly re-

lied upon in any building transaction and fraternally is a member of St. Jean Baptiste, Artisans, a director of the City Co-operative Bank, and a member of the security committee and president of the Monument National Canadien-Francais Building.

CHARLES A. GREEN.

The name of Green in Holyoke, used in connection with sign painting, is synonymous with thorough reliability of service and proficiency of execution. The business was established in 1904 and the story in brief of its success has been one of steady development until today no similar painter in this section stands higher or is wider in scope of operations. High class sign painting is executed in the most modern and satisfactory manner and three skilled workmen are employed. Mr. Green is an artist and his signs are known for their originality of design and perfect lettering. Electric signs, raised lettering, etc., are especial features, so much so that much of Mr. Green's work comes from out of town, his business not being confined by the bounds of Holyoke. Mr. Green was born in England, and came to Holyoke in 1889. He followed the trade of house painter up to ten years ago and the change has certainly been a successful one. Mr. Green has a large light workshop at the rear of City Hall.



J. F. KNIGHTLY.

Prominent among the leading contracting roofers of Western Massachusetts and having a long established and widespread reputation for general excellence of service is J. F. Knightly, with office and salesroom at 3 Lincoln street. Mr. Knightly was born in Holyoke and has been engaged in roofing for twenty-three years and during this time he has roofed many of the largest mills, school-houses, business blocks and residences, not only in Holyoke but in surrounding towns. Included are in Holyoke, High School, West Street Grammar School, Church of Precious Blood and Parochial residence, First Congregational Church, Grace Chapel, German Reformed Church, St. Patrick's Chapel, Old Ladies' Home, House of Providence Hospital, residences of John Tilley, Mrs. Jenks and Fred Weber, and the Besse-Mills and Steiger stores; in Chicopee, the Church of the Holy Name, Electric Light, High School and French Church in Williamsett; in Taunton, St. Mary's and St. Thomas Churches; in Pittsfield, the French Church, Parochial School and the John and Melville schools; in Westfield, Parochial School, the School Street and Prospect Street schools, the Father Matthew block, High School and Taylor

residence; in Northampton the Catholic Church and six buildings for Smith College; High School in Williamstown, the Adams Catholic Church (Irish), Library at South Hadley Falls, Library at Southwick, seven buildings at Mt. Holyoke College, Deaf and Dumb School at Hartford, Conn., High School at Southington, Conn., and the Skinner Gymnasium at Northfield. He is a slate, tile, and composition roofer and besides is an expert in roof repairing, having given this part of his business years of careful attention and thought. Mr. Knightly deals in roofing slate, tile, terra cotta, sheet copper, zinc lead, paper, nails and roofers' cement, also the latest patent snow guards. He employs on an average six help. Mr. Knightly has seen Holyoke make rapid strides and is optimistic as to its future.

L. D. VAN VALKENBURG.

Among the many unique industries of Massachusetts, mention should be made of one in Holyoke, whose products, though simple and inexpensive, are sent to all parts of the world. We refer to the pen and pencil holder concern of L. D. Van Valkenburg, manufacturer, Holyoke. For fourteen years he has been engaged here in this useful and im-

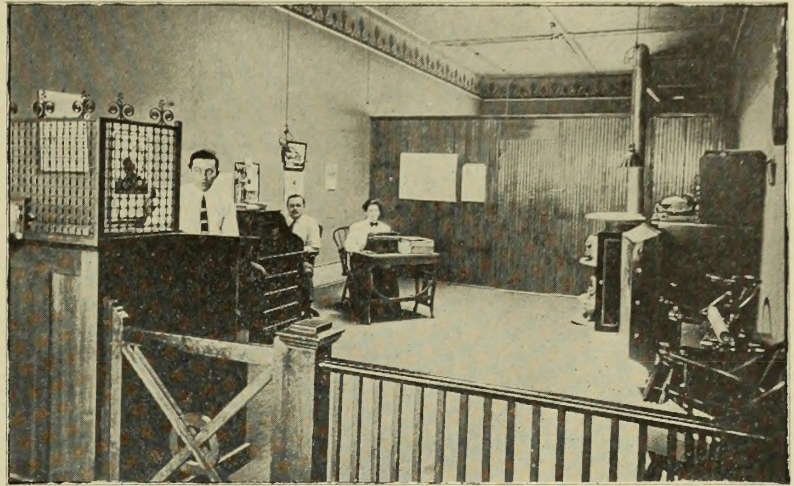
portant enterprise and during this time his goods have obtained a world-wide reputation. Mr. Van Valkenburg has his holders patented, is himself the patentee and he distributes his goods through jobbers. He is highly esteemed in Holyoke and popular in commercial circles.

HOLYOKE BRAZING AND MACHINE WORKS.

Among the many industries of Holyoke which is fast placing our city among the leading manufacturing centers of New England must be mentioned the Holyoke Brazing and Machine Works with well equipped plant at the Motor Works Building, Sargeant street. Established five years ago last December John Reid, Jr., the proprietor, has by his painstaking methods, good workmanship and the prompt filling of orders, placed this company in a class of its own, so that today eight skilled workmen are employed to fill orders. Brazing, soldering and machine work of all descriptions is executed, while cast iron brazing is the great specialty. The company manufacture and apply McGill's patent on Holland Beaters. While most work is for local firms, orders are received for brazing from Vermont and New York.

THE HADLEY FALLS NATIONAL BANK.

The oldest established national bank in Holyoke and in one or more respects a leader among the banking institutions of Western Massachusetts is the Hadley Falls National Bank, located at 344 Dwight street. It was established as a state bank in 1851 and organized as a national bank in 1865. The officers are Joseph A. Skinner, president; Edward P. Bagg, vice-president, and H. J. Bardwell, cashier. The board of directors are C. B. Prescott, Philander Moore, H. P. Terry, J. A. Skinner, A. A. Coburn, F. H. Metcalf, E. P. Bagg, H. J. Frink, and Thomas S. Childs. The bank quarters are modern in equipment and metropolitan in every respect and have all improved safeguards against fire and burglary. The Hadley Falls National Bank extends every facility and courtesy customary to leading similar banks and gives prompt attention to collections. Condensed statement of the condition of the bank on June 30th as made to comptroller of currency follows: United States bonds, \$150,000; banking house, \$40,000; U. S. Redemption Agency, \$7,500; Cash and Exchange, \$70,050.90; due from banks, \$127,937.67; loans and discounts, \$729,167.06; bonds and securities, \$124,363.63; total, \$1,249,019.26 resources. Capital stock, \$200,000; surplus fund and profits, \$158,409.95; national bills issued, \$150,000; deposits, \$740,609.31; total, \$1,249,019.26 liabilities.



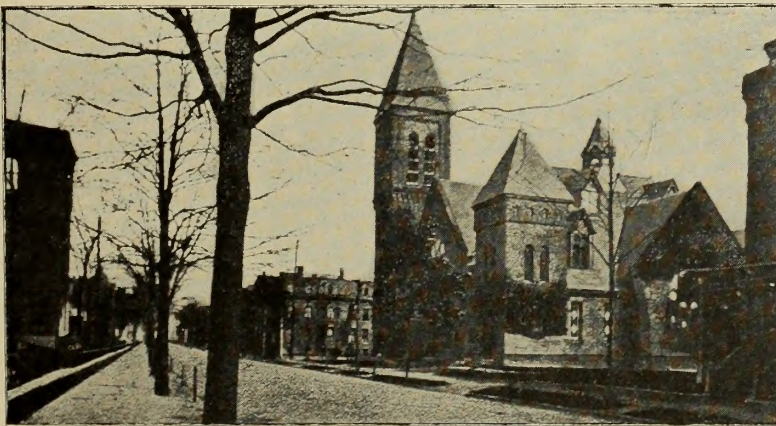
OFFICE OF PREW AND COMPANY.

PREW & CO.

A souvenir of Holyoke would not be complete without a brief sketch at least of Prew & Co., the well-known wholesale and retail coal and wood firm of 498 Dwight street, with spacious yards at Willimansett. This business was established six years ago and in December, 1908, came under the efficient proprietorship of C. W. French and J. A. Laframboise, the latter having been manager for Prew & Co. for four years.

During this extended period of activity he has been an important factor in the upbuilding of this city and Chicopee and gained a high reputation as a builder and

Bituminous and anthracite coal is handled, purchased from the best mines of Pennsylvania and other centers. Wood in all sizes and charcoal the best that is made, is also disposed of, five teams and six men being required. Mr. French follows the same line in Northampton where he resides, and Mr. Laframboise attends to the business in Holyoke. Both gentlemen are thoroughly conversant with their lines and are ranked among the sturdy business men of the two cities.



MAPLE STREET AND SECOND CONGREGATIONAL CHURCH.

LOUIS CARREAU & SON.

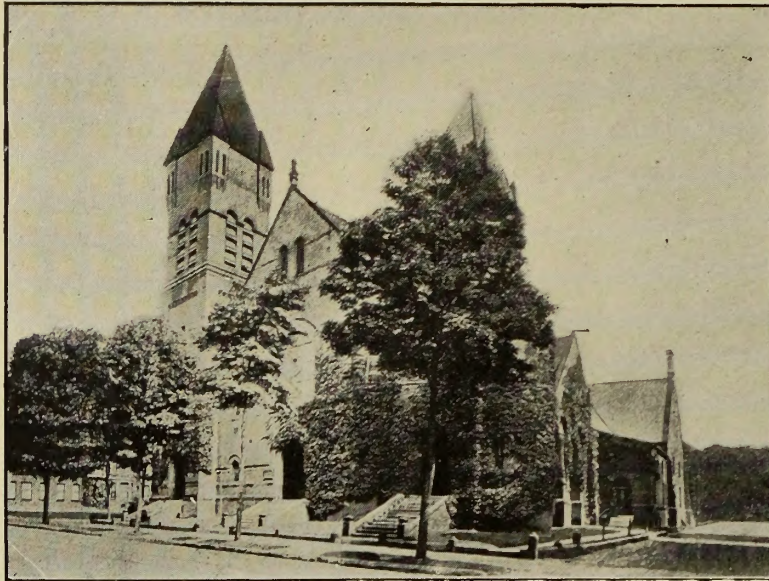
Prominent among the best known, oldest established and most extensively operating contractors and builders of this section is Louis Carreau & Son, of 732 Chicopee street, Willimansett. Louis Carreau and his son, Alphonse W. Carreau, were born in the Province of Quebec and came to Holyoke twenty-five years ago, the senior member embarking in business five years later. Five years ago he took his son into partnership.

business man of integrity, reliability and efficiency of service. They build in wood, brick or stone and carry out all specifications to the very letter. To mention all the blocks, etc., built by them would be impossible in the space allowed, but mention should be made of the following: Holyoke, E. H. Friedrich Block, the Roy Block on Main street, carpenter work on J. R. Smith building, Oberlander Block, Elm street and Hampshire street, a block for Thomas Falvey on Sargeant street, the carpentry on No. 2 stock house of the Farr Alpaca Co.

They also built the Infirmary at Rutland, Mass., addition to the Woronoco Mills, most of the tenements at Woronoco the last five years and the East street engine house at Chicopee Falls. At present they are at work at the William Whiting School on Chestnut street, a schoolhouse which will be unexcelled in Western Massachusetts. The Smith's Highlands School house at Willimansett, a schoolhouse at Chicopee Falls, the large high school at Thorndike and a large building now under way, the George S. Taylor Grammar School, at Chicopee Falls, are all monuments to their architectural ability. The Messrs. Carreau are business men of ability and integrity, highly esteemed and fraternally the senior member is affiliated with the Artisans and F. of A., and the son, A. W. Carreau, with the Elks, Red Men, and F. of A. Both gentlemen are members of the Master Builders' Association.

HOLYOKE BROOM WORKS.

An industry, somewhat out of the ordinary, and of its kind the only one in Holyoke, is the Holyoke Broom Works, H. Stewart Young, proprietor and located at 136 Maple street. Established since January, 1900, this industry has greatly gained in volume and Mr. Young requires the services of six skilled broom makers. His sales are mostly local, though the Holyoke broom may be seen in many parts of the country. The stock used is obtained in the states of Illinois, Kansas and Oklahoma, and the corn used is specially grown for this purpose. The brooms manufactured here are noted for their serviceable qualities, perfect finish and their smoothness when in the hand of a competent maid or housewife.



SECOND BAPTIST CHURCH.

HAMILTON CIGAR CO.

There is an individuality about cigars as there is about human beings and the cigars made by the Hamilton Cigar Co., 71 Sargeant street, taste different and smoke different than most on the market which retail for a nickel or a dime. The business has been established five years and Mr. Schroeder for himself two years and the sales have increased year by year as rivals know only too well, and today they are putting on the market cigars famed for their especial flavor and long smoke. The specialties are of course "City Hall" and "Robert Walker," ten cent smokes and "Peerless," a five center which has rapidly grown in public favor. The "Robert Walker" is the only Sumatra wrapped perfecto made in the city. Sales are made not only locally but in nearby towns and many strangers are loud in their praises of the products of the Hamilton Cigar Co. The factory is sanitary and clean and Mr. Schroeder was in reality brought up in the business as his father was a cigar manufacturer for twenty years. For two years before becoming established he had as a partner, the late Thomas F. Nugent. Henry Schroeder, the proprietor, is kept on the road two days in the week and four help are kept busy at the factory. He uses the best of imported tobacco for a filler and for a wrapper the Connecticut leaf. Mr. Schroeder is a Holyoke boy, has been a cigarmaker for many years and is a member of the Cigar Makers' Union and the Holyoke Turn Verein.

HOLYOKE BAR CO.

Materially augmenting the paper industry, and unrivalled in its especial lines of production, is the Holyoke Bar Co., manufacturers of paper mill engine bars and plates, rag cutting, trimming and all kinds of machine knives, with

modernly equipped plant on Berkshire street. This industry was established and incorporated in 1889, with F. E. Maxfield as president and resident manager. The products have a widespread reputation in the market for their reliability and general serviceable qualities and compete successfully with the best made in the United States. Besides a large local trade, goods are shipped all over the country. The double and triple angle bed plates are considered to have no equal made. Grinding is a specialty. The plant, a two story brick block 75x40 feet, running back 185 feet, was erected especially for the purpose and was moved into in 1909. From twenty to twenty-five help are employed. The company is officered by F. E. Mansfield, president, and E. W. Lovejoy, Lowell, treasurer.

CITY MACHINE CO.

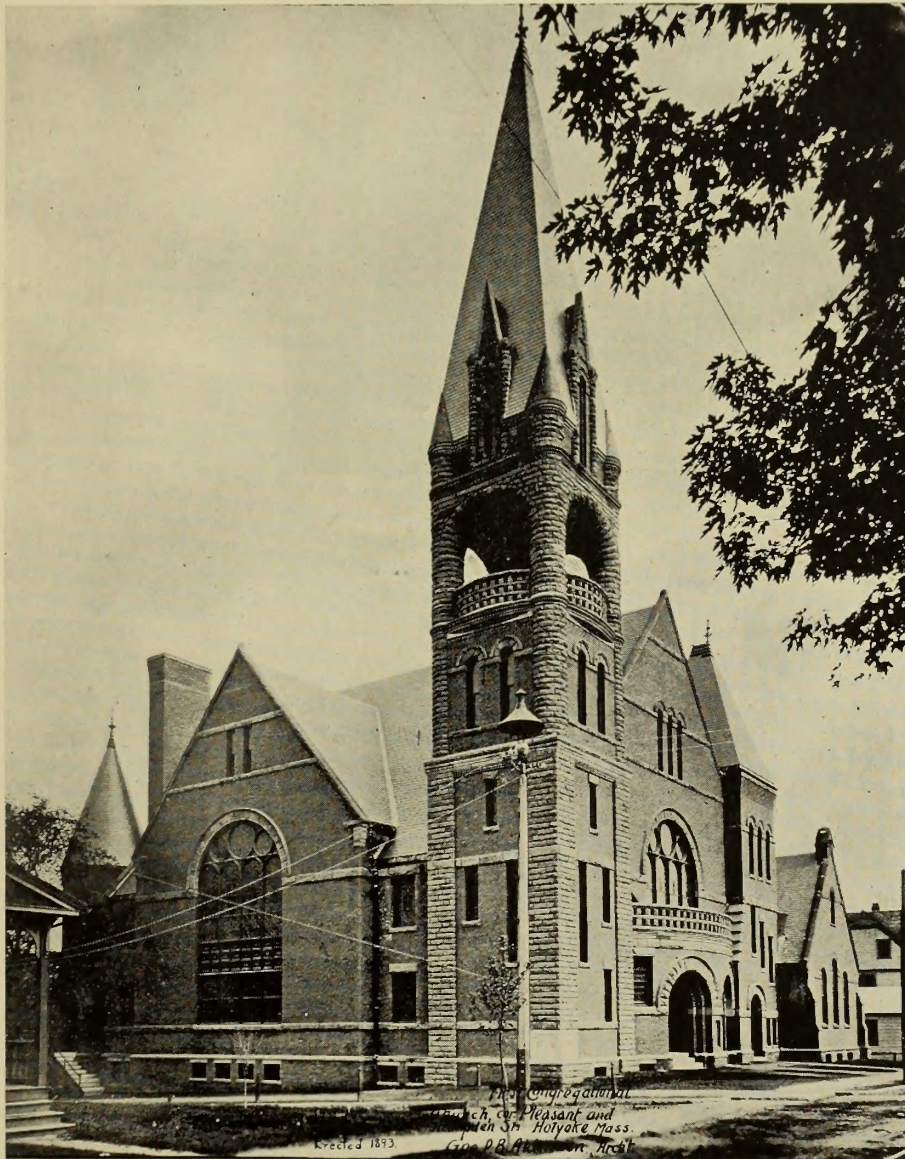
During the last few years Holyoke has been adding to the diversity of its manufactures, and among those should be noted the City Machine Co., with spacious quarters in the Motor Foundry Building, corner of Sargeant and Commercial streets. Founded in June, 1909, the City Machine Co. has gradually forged to the front so that today business is greatly on the increase and four help are required. General repair work for local factories is a leading feature and a specialty is made of re-aligning shafting with the Ferris shaft aligner, turning armatures and repairing steam engines. Close attention is given to details, work is done when promised and no job is turned out until it has been inspected by Charles H. House, the manager. Mr. House is a Holyoke boy and for years has had experience as a machinist. He is classed with the enterprising young business men of our city and is a member of the First M. E. Church and I. O. O. F.

HOLYOKE BOX AND LUMBER CO.

Prominent among the leading manufacturers of wooden boxes, shooks and cloth boards in Western Massachusetts is the Holyoke Box and Lumber Co., with factory at the foot of Arthur street, Willimansett. The plant of the company is equipped with every modern facility for rapid and perfect production, including labor saving machinery, etc. It would require much space to describe the various machines in operation in the factory, but they consist of grooving machines and nailing machines, and various other contrivances of modern invention. The annual output goes to many of the local factories and factories throughout the country. All sizes are made quickly and correctly. In the supplying of contractors and builders with finished lumber for house building, they have gained an enviable reputation for reliability and general excellence of service. In the lumber line they keep on hand, pine, spruce, whitewood, chestnut, maple and yellow pine flooring, basswood roll logs, southern pine, North Carolina pine, lath and shingles. The company was established in 1907 and incorporated in 1908, with C. F. Schuster, president. C. E. Day was appointed superintendent last year and has proven the right man in the right place. The concern covers about four acres and requires thirty help and is one of the rapidly growing industries of Willimansett.

E. H. FRIEDRICH CO.

Prominent among the foremost similar concerns in the state, and unsurpassed in its special lines of production and construction is the E. H. Friedrich Company, at 73-75 Sargeant street and 125-130 Race street. Cornices, skylights, gutters, conductor pipe, eave troughs and fittings are manufactured and placed, tin, copper, slag, slate, tile and gravel roofing done and sheet metal work and all sanitary plumbing executed. The Friedrich company also manufacture metal windows and sash, do much mill work and copper smithing and jobbing and repair work of all kinds promptly attended to. Competition is met in any part of Western Massachusetts, 130 men are employed and the company backs its guarantee of workmanship on its experience of twenty years. E. Hugo Friedrich, the executive head of the company, was born in Saxony, Germany, and came to the United States when a young man. He has always been prominent in business circles, is a member of the Masons to the 32°, Turn Verein, Elks, Board of Trade and German Lutheran Church. His son, Edward H. Friedrich, Jr., manager of the concern, was born in Holyoke, is a member of the F. & A. M., to the Shrine and the B. P. O. E., and resides at 512 Northampton street.



FIRST CONGREGATIONAL CHURCH, HOLYOKE.

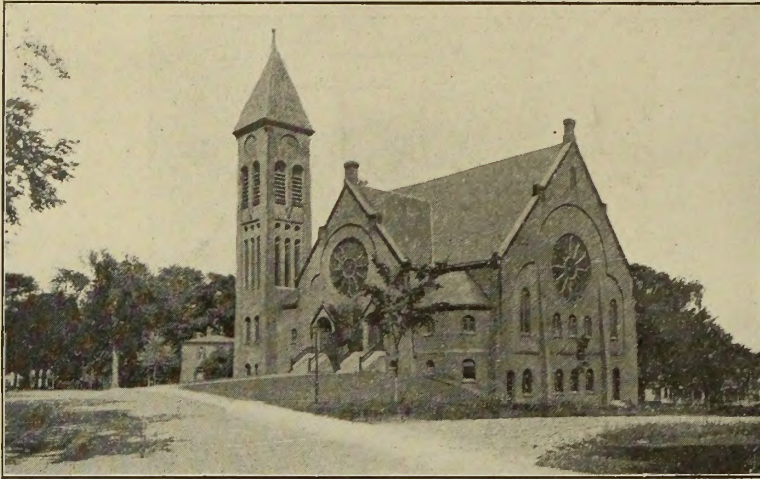
SOUTH HADLEY FALLS.

South Hadley Falls makes no pretensions as to being one of the busiest centers in Hampshire County, but it certainly boasts of its beauty, its location and its healthy bracing atmosphere. Its streets are broad and in good condition and the stores compare favorably with towns of greater population. In close proximity to Holyoke, a ten cent carfare from Springfield, it is an ideal spot to live in, with a good sewerage system, electric lights, streets paved and shade trees in abundance. The houses and lawns all point to thrift and wealth, while its citizens in education and refinement are peers to any in the state. Here are manufactured bricks, cigars, cotton goods, dandy rolls, knit goods, paper, piano polish, wire cloth and worsted goods. The merchants and business men are active and energetic, ever alive for the best interests of their town, and for new manufacturing enterprises no town is better situated nor more concessions would be granted than here at South Hadley Falls.

The houses of worship are of the finest construction, while the societies generally are strong and the clergy compare favorably with the ablest divines of the day. The fire department is the pride of the citizens, and the firemen when put to the test have proven themselves brave and courageous men.

The organization and growth of fraternal and other societies has kept pace with churches, schools and other matters pertaining to intelligent communities. Secret, benevolent, literary, military and social societies flourish and are of increasing membership.

The early history of South Hadley is to a great extent similar to many other towns in the state. The name Hadley is first mentioned in the records of the state May 22, 1661. South Hadley, composed of South Hadley and South Hadley Falls, had, according to the 1905 census, a population of 5,054. It is one hundred and seven miles from Boston and ten from Northampton and was incorporated as a town April 12, 1753.



CONGREGATIONAL CHURCH, SOUTH HADLEY.

CAMP BRIGHTWOOD LITHIA SPRING WATER.

Unsurpassed in purity and general excellence and meeting the approval of competent and medical authorities is the Camp Brightwood Lithia Spring Water, under the proprietorship of Sylvester W. Bryant, off New Ludlow Road, South Hadley Falls. This fine, healthful and invigorating water is pronounced to have no superior and bubbles up from quicksand at the bottom of the spring. It has been pronounced unusually pure, remarkably so and entirely free from all indications of contamination. The surroundings are thoroughly conducive to purity there being thirty acres of land without a building and the spring ten feet deep stands in the midst of a five acre chestnut grove. Dry weather has no effect—there is always the same amount of water and no doubt there has been no change for countless ages. The water is conducted from the spring to a 200 gallon reservoir in an Akron pipe, and by the same means to the cabin where it is bottled into two quart, one gallon and five gallon carboys by Mr. Bryant. The land for forty years has been owned by Philip Hyde and last spring was sold to Frederick Marienhagen. Mr. Bryant for four years has had the privilege of selling the water, a further permit being granted him by the new owner. During this time Mr. Bryant has greatly increased his trade in South Hadley Falls and Holyoke, and in the latter city he has among his patrons several of the banks, hotels, express companies and restaurants, besides many of the leading citizens. Mr. Bryant was born in Chesterfield and has resided in South Hadley Falls for fifty years, of that time many years he ran a milk team. He is highly spoken of by his townsmen and is considered one of nature's noblemen.

H. M. SPENCER & CO.

Notable among the industries of South Hadley Falls and Holyoke and one of the largest of its kind in New England, is that of H. M. Spencer & Co., manufacturers of dandy rolls, wire cloth and cylinder moulds, with adequately equipped plant at 26 Summit street, South Hadley Falls. The products of this company have a widespread reputation for their general excellence of construction and serviceable qualities. The output goes all over the country and even to Mexico and Japan and has increased steadily since establishment in 1896. The factory is equipped with all necessary machinery and every facility for rapid and perfect construction. The power is obtained from the falls, two buildings were erected for the purpose and in all seven acres are owned by the company. In the manufacture of dandy rolls, H. M. Spencer, the senior member, stands in a class by himself. He learned his trade with T. J. Marshall & Co., of London, England, a name synonymous with dandy rolls and the maker of the first ever manufactured. Mr. Marshall was the inventor of dandy rolls and his laid watermark was so perfect that no improvement has ever been made in it. Mr. Spencer learned his trade with descendants of the great Marshall and in a country where apprenticeship means thoroughness. After fifteen years' experience he came to America and like so many from the old country has made good and prospered. He holds letters from authorities all over the country to the effect that his products are incomparable and the leaders. For eleven years the concern was located in Holyoke, Mr. Spencer removing to South Hadley Falls in 1907. He and his three sons, Henry M., Jr., John A. and Frank R., who are associated in the business with him, were all born in London.

ing manufacturers of the state. Mr. Spencer takes great pride in this section of the Falls. His factory is equipped with all improvements, electric lighting, plumbing and sanitary appliances. Public spirited, he is just such a citizen as adds credit and honor to any community. When he and his family first moved to this section of the Falls, there were absolutely no modern improvements or conveniences there, whereas there are now gas, electric lights and telephones—all of which tend to bring this section in close touch with the city.

HERBERT R. BRITTON.

Numbered among the leading mason contractors of South Hadley Falls is Herbert R. Britton, 16 Hartford street. Mr. Britton was born here and has been established for twenty years and during this space of time has erected many handsome and substantial buildings in different towns of Western Massachusetts. Outside of his native town monuments to his architectural ability are the residences of Frank Hudson, Christian Baecher and Albert Griffith, Chicopee, Frank O'Brien, J. Lachance and Joseph Bosworth, Fairview. He figures close on all contracts and when agreements are reached follows them out to the minutest particular. His own palatial residence was built by Mr. Britton and he has many houses and lots for sale on easy terms. Mr. Britton deals extensively in hard and soft wood, and can supply wood in all sizes from kindling to cord wood. His trade in Holyoke has grown extensively of late years. Builders' supplies such as paints, oils, putty and glass are kept on hand. Mr. Britton is one of South Hadley Falls' strong representative business men and for three years was chairman of the board of selectmen and for four years was one of the town assessors. He is a member of the A. F. & A. M., I. O. O. F., K. of P. and Red Men, for years was call man of the fire department and is now a member of the Veteran Firemen's Association.

THE STREET LUMBER CO.

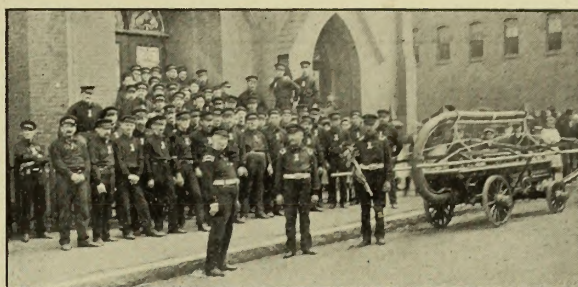
Wide in scope of operations, doing a large annual volume of business and having an enviable reputation for excellence and reliability of service, is the Street Lumber Co., the widely known dealers in lumber, sash, doors, paints, oils, painters' supplies, etc., with spacious yards of two acres and warehouse at 48 Lamb street, South Hadley Falls. The business was established about forty years ago and under the present name was incorporated in 1904, the officers being George W. Stone of Wollaston, president, and F. A. Brainard of South Hadley Falls, secretary, treasurer and manager.

H. G. SMITH.

Largely stocked with high grade groceries, provisions and hardware, is the well known and highly regarded South Hadley Falls store of Harvey G. Smith, 9 Bridge street. Perfect as to cleanliness and sanitation and notable for systematic low prices, as well as good goods, this fine store steadily gains in popularity and patronage. Groceries and provisions of every description are carried and hardware in assorted lines and competition here and in Holyoke is successfully met in all respects. Occident, Rex and Pillsbury's flour are handled, Whitehouse and Thomas Wood's coffees, Tip-Top bread, Lowney's famed cocoa and chocolates of which there are no better,—all these are found here, together with the best of canned goods, breakfast cereals, bottled condiments, etc. Mr. Smith has been established twenty-five years and has the largest store of its kind at the Falls. He was born in Granby, takes a deep interest in the welfare of his adopted town and fraternally is a member of the I. O. O. F.

A. P. LANE.

Second to no similar store in South Hadley Falls and meeting successfully all competition is that of Avel P. Lane, 18 Main street. The business has been established since 1902, and it has always maintained a high standing and a superior reputation for high grade goods sold at the lowest possible prices. Leading features are the handling of King Arthur, Occident and Pillsbury's flour, Chase & Sanborn's, Whitehouse and Morning Glory coffee, and canned goods like the Forest Park. Armour's, Fairbank's and Swift's products are to be found here and reliable fresh meats, fresh from the great wholesale houses are especial features, including fresh fish in season. Mr. Lane has made his business a very successful one and today employs five clerks and four teams. He is considered a careful buyer and sells on small margins, facts which are not forgotten by the economic housewife. Mr. Lane was born in Belchertown and has proven an able acquisition to South Hadley Falls business circles. He is affiliated with the A. F. & A. M.



F. M. SMITH VETERAN FIREMEN.

FRANK L'ESPERANCE.

A mason contractor of South Hadley Falls, whose reputation for thoroughness and reliability is not confined to his adopted town, is Frank L'Esperance, located at 17 Pleasant street. Established for many years and at his trade since fourteen years of age, he has as a mason contractor done much of the best work here. Samples of his masonry can be seen in the new Phoenix Building in Holyoke, the buildings at Mountain Park and the palatial Wesson residence in Springfield. He has also done work on some thirty churches, not alone of this section, but of Conway and Bridgeport and Rockville, Conn. Mr. L'Esperance had much previous experience in Boston and Lynn. In stucco work he is credited with having no equal in this section and the artistic work at Mt. Holyoke College is his creation. Mr. L'Esperance employs from five to fifteen help according to the season. He was born in Champlain, N. Y., and he and his father had the unique experience of driving all the way here by carriage. Mr. L'Esperance is an expert at his trade and is a member of the Masons Union.

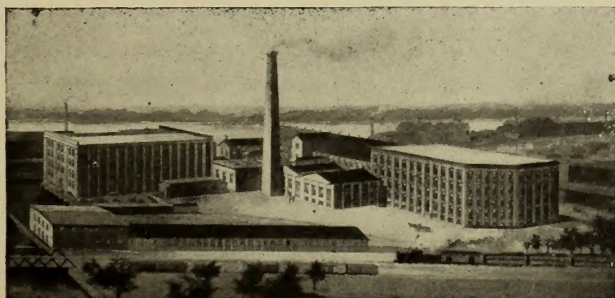
M. L. BARNES & CO.

The old established livery, hack and boarding stable of M. L. Barnes & Co., 90 Main street, South Hadley Falls, was founded by M. L. Barnes twenty-nine years ago. It is metropolitan in all its features and unrivalled in reliability and excellence of service and is the only stable in the town. In service is every facility for the perfect care of horses

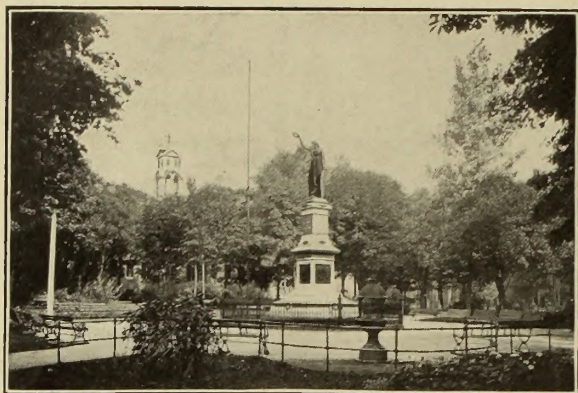
and teams of all kinds are kept for hire. Single and double rigs are here in commission and competent drivers supplied when desired. For funeral and wedding occasions M. L. Barnes & Co. can supply as fine hacks as can be seen in Hampshire county. Horse clipping by machinery is an especial feature. Martin L. Barnes, the senior member, was born in Hardwick, and saw service in the Civil War, being a member of the 2d Mass. Regiment. He is highly esteemed for his many personal qualities and is a member of Charles C. Smith Post, G. A. R. As deputy sheriff and auctioneer Mr. Barnes is well known all over Western Massachusetts. Charles A. Barnes is a Ware boy and is manager of the stables. He resides at 5 Grant street, and is a member of the Prudential Committee of Fire District No. 1.

FOUNTAIN & CO.

One of the most successful business firms of this section coming from distant and fair Italy, thoroughly Americanized and public spirited citizens are Charles and John Fountain, members of the firm of Fountain & Co., Main street, South Hadley Falls. They conduct an exceptionally fine ice cream parlor, confectionery and tobacco store and have been established since last fall, though both in business before for the last twelve years near by. The store is up-to-date in every particular and finely stocked with pure fresh candies, chocolates, fruits, peanuts, etc. A first class soda fountain is operated and all the cooling drinks of the day dispensed. The ice cream parlor has no superior, even in Holyoke, is clean, sanitary and cool with electric fans to aid the sweltering customer. Fountain & Co., have an extra fame for their unsurpassed ice cream and their store is the favorite resort for the young people. The window display adds to the beauty of the store and all goods are artistically arranged. Both gentlemen have made good in South Hadley Falls and are members of Court North Star, F. of A., and several Italian societies.



WHITING PAPER COMPANY, NO. 1.

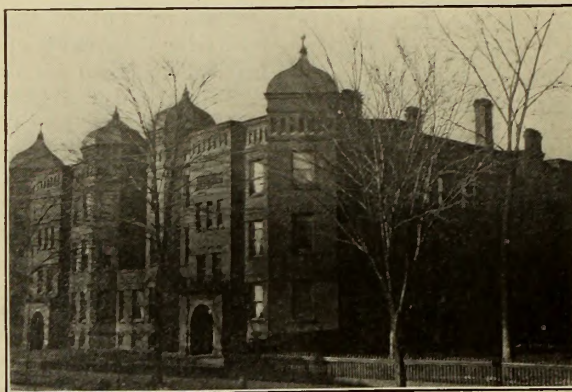


SOLDIERS' MONUMENT, HOLYOKE.

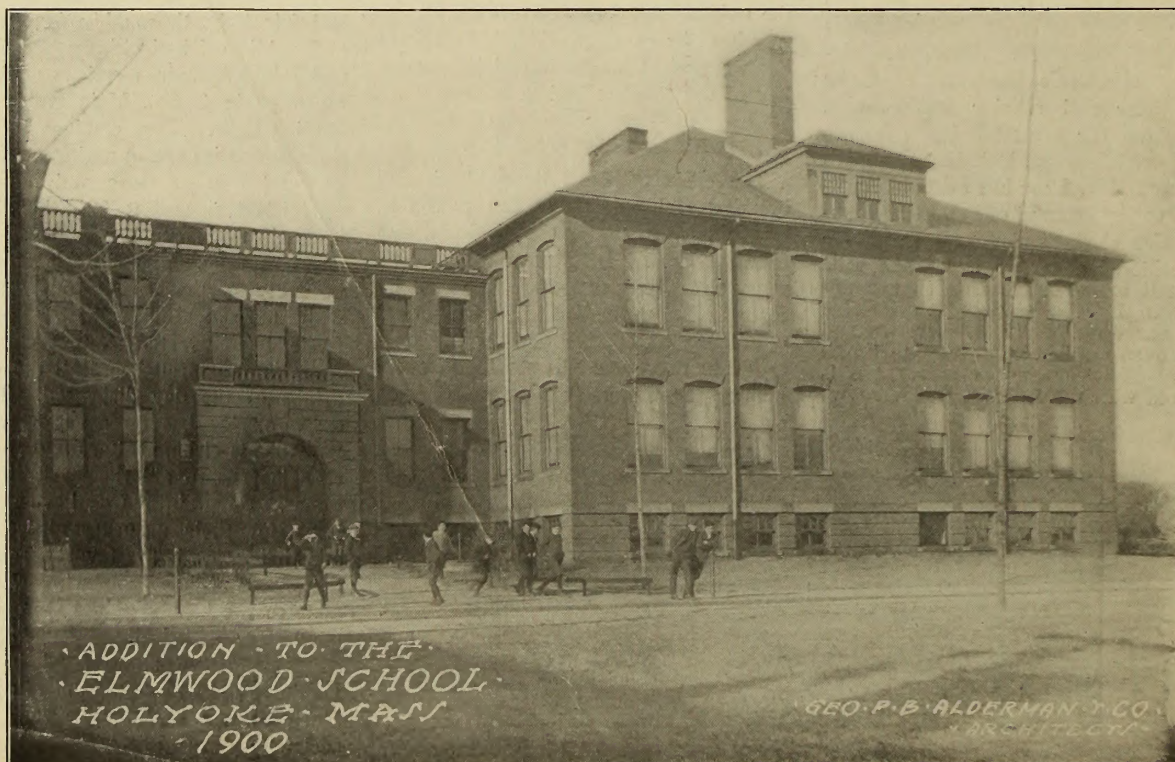
O. A. JUDD & SON.

The emphatic motto of O. A. Judd & Son of the famed Maple Hill Market Garden, South Hadley Falls, is "direct from farm to family," and no one doubts it, for have not the most particular people of South Hadley Falls and Holyoke obtained the best of vegetables from this farm for spaces of time during the last seventy-five years? This famous farm is located on Lathrop street, consists of seventy-five acres and is one of the most beautiful gardens in Western Massachusetts. Intensive, not extensive, farming is the motto and here are grown vegetables of all kinds from potatoes to the

luscious tomato. Help to the number of six are employed and a team runs to Holyoke throughout the season of nine months. Mention should be made of the fact that a former proprietor of the farm was Wells Lathrop, a pioneer paper manufacturer and founder of the Carew mills. O. A. Judd and his son, Henry E. Judd were born in South Hadley Falls and have always resided here. The responsibilities of the farm rest on the shoulders of the latter and during the last few years he has made many improvements at Maple Hill. It is the oldest established market garden in this section and is often visited by those desirous of obtaining points on agriculture. For many years O. A. Judd has been a member of the Franklin Harvest Club.



Y. W. C. A. BUILDING, HOLYOKE.



· ADDITION · TO · THE ·
· ELMWOOD SCHOOL ·
· HOLYOKE · MASS ·
· 1900 ·

GEO. P. B. ALDERMAN & CO.
ARCHITECTS

